

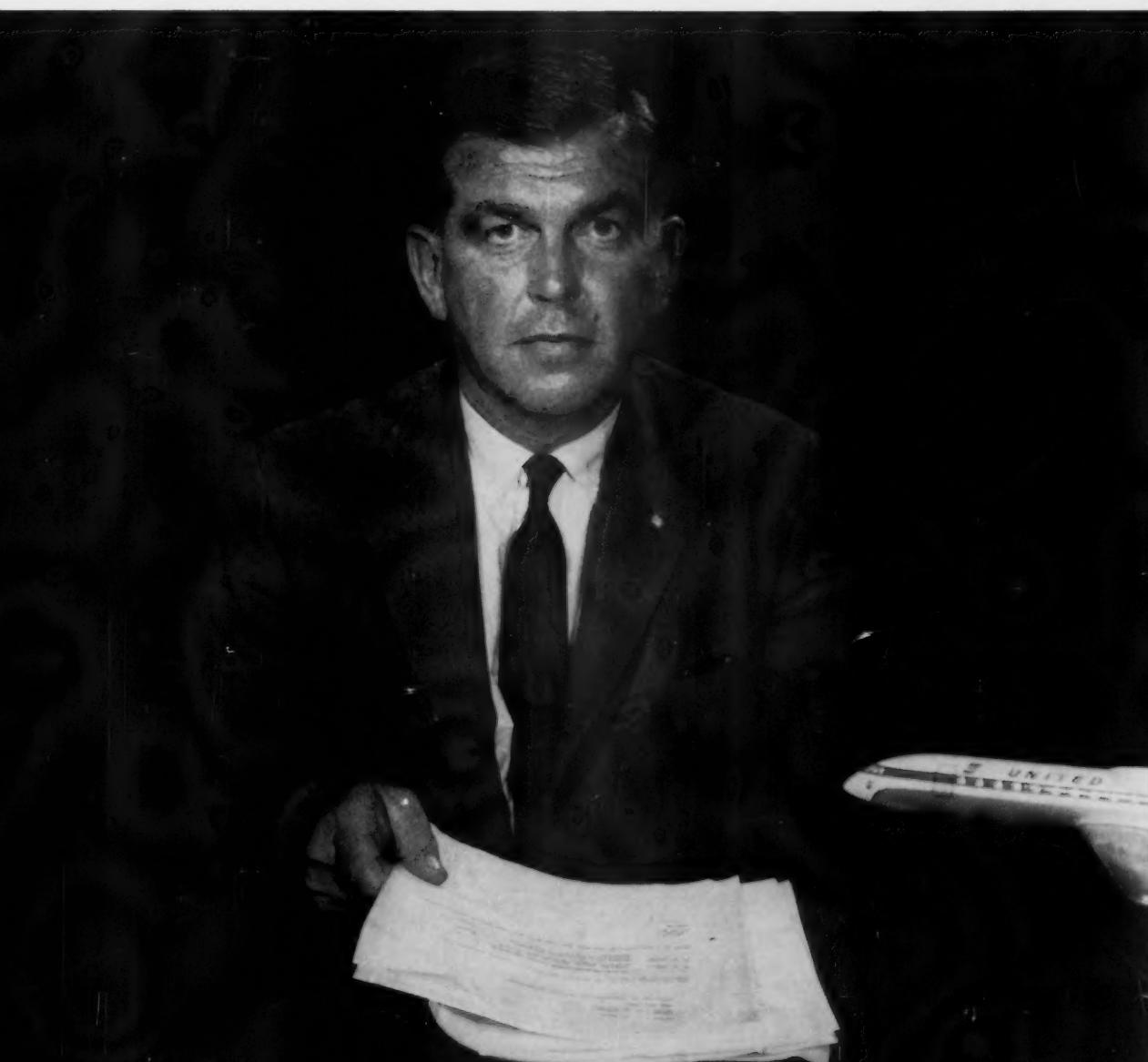
DISTRIBUTION AGE

THE AUTHORITY ON PHYSICAL DISTRIBUTION

TRANSPORTATION
WAREHOUSING
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MATERIALS HANDLING

A CHILTON PUBLICATION

SEPTEMBER 1961



MANGOLD SEES SHIPPER PROFITS IN THE AIR • p. 43

MORE
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*Look up--
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Moto-Truc pays big dividends in extra storage space and top handling efficiency because Moto-Truc combines compact maneuverability with big-truck performance.

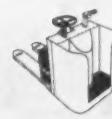
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Manufacturer of
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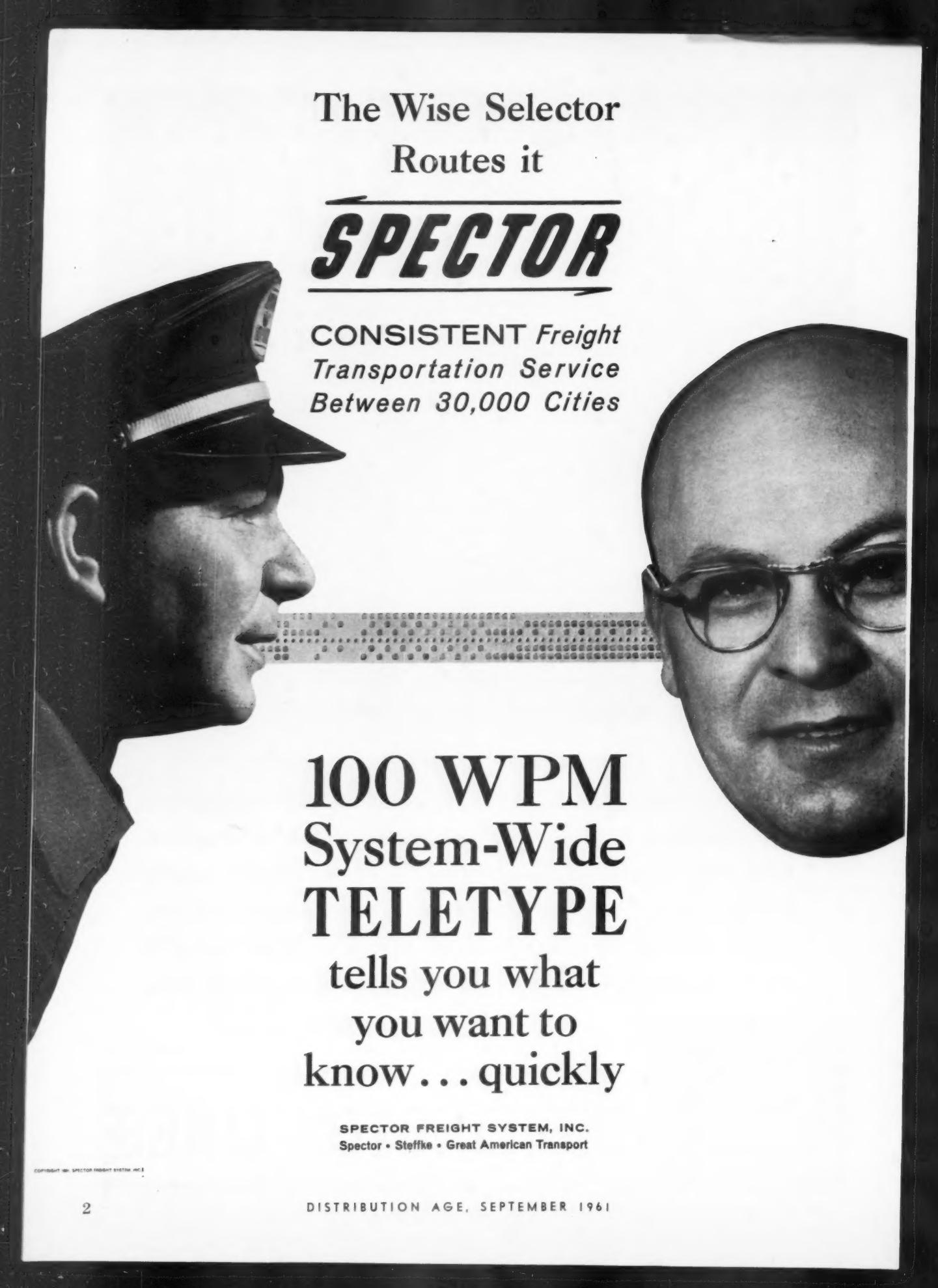
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DISTRIBUTION AGE

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TRANSPORTATION
WAREHOUSING
CONTAINERIZATION
MATERIALS HANDLING

Vol. 60, No. 9

ESTABLISHED 1901

SEPTEMBER 1961

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1948 - PAN AM VOLUME DISCOUNTS FOR LATIN AMERICA



1960 - PAN AM VOLUME DISCOUNTS FOR THE PACIFIC

AND NOW-PAN AM OFFERS FOR ATLANTIC CARGO-

Pan Am offers businesses everywhere

At last, modernization of Clipper* Cargo rates is complete—*world-wide!* In more cases than ever before, distribution via Pan Am costs less than the total for surface transportation. Look at this rate breakdown between New York/London, for example:

THE BIGGER YOUR SHIPMENT, THE LOWER YOUR RATE

WEIGHT	NEW RATE	SAVINGS
Up to 99 lbs.	\$1.00 per lb. . .	21%
100-219 lbs.69 per lb. . .	28%
220-549 lbs.50 per lb. . .	48%
550-1099 lbs.41 per lb. . .	57%
1100-2199 lbs.36 per lb. . .	57%
2200-16,499 lbs.33 per lb. . .	60%
16,500 lbs. and over**	.31 per lb. . .	63%

**Eastbound only

To illustrate what these general rates mean, the 225-pound shipment that used to cost you \$216 now costs only \$112.50. You save almost half! On a 2250-pound shipment, you save \$1125. There are similar low rates between all other U.S./European points. Specific commodity rates still apply to some items. Among them: leather goods, yarns & fibers, clothing & footwear, appliances, business machines, drugs, pharmaceuticals and photographic equipment.

And you still get all the profit-building benefits of The Pan Am World-Wide Marketing Service—at no extra cost!

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Whatever problem you face in doing business overseas, Pan Am can help with the most complete marketing service ever developed:



volume discount cargo rates—world-wide!

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World-Wide representation. More American and English-speaking personnel to represent you and your product on the spot at shipping points abroad.

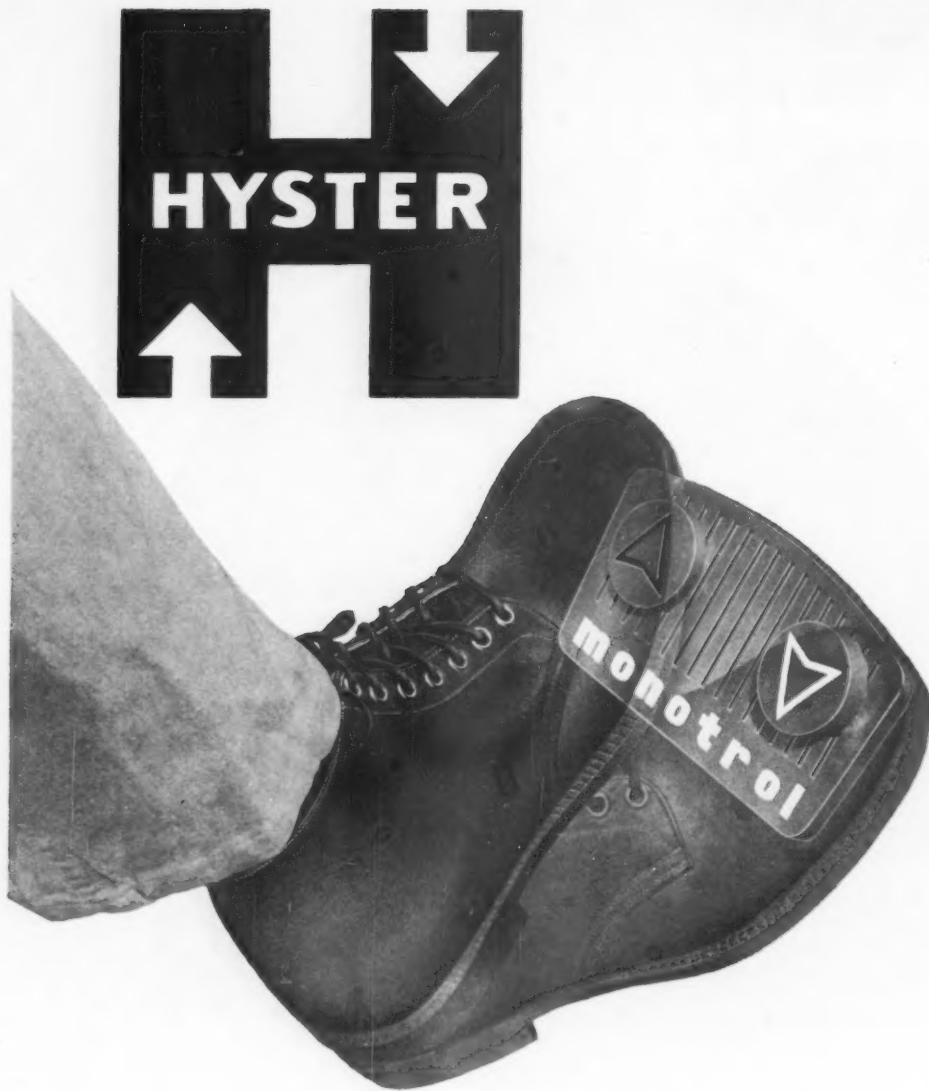
Call your cargo agent, freight forwarder or Pan Am.

**PAN AM PUTS YOU IN BUSINESS ABROAD—
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†Effective September 1, subject to government approval.

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WHEN THE DRIVER PUTS HIS FOOT DOWN

An industrial truck operator's foot is a highly important part of his job. On a conventional truck, his right foot is busier than that of a pipe organ player, especially on tight maneuvering.

Hyster has perfected a control system that lets the driver move his truck forward or back, speed up or slow down, and the only control motion is a three-inch shift of his right toe!

He does it with a Hyster exclusive called "Mono-

trol." The physical evidence is a wide rubber pedal on the floorboard, and forward-reverse indicator lights on the dash. The proof of its value is on the balance sheet, in the form of money saved through more work, more safely performed, in less time.

If your company has a job for materials handling equipment, it will pay you to check on Hyster's Monotrol-equipped lift trucks. Your dealer has the proof that Hyster is the line that sets the engineering pace for all lift trucks.

INDUSTRIAL TRUCK DIVISION — Lift trucks and attachments, mobile cranes, straddle carriers
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 INTERNATIONAL DIVISION — Overseas truck and tractor manufacturing, sales and service

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CHUTING THE

NEWS

Change to Meet Shippers Needs Is Necessary For Transportation Growth, Crow Tells TTMA

Truck transportation must continue to change to cope with the desires of shippers. This was the viewpoint expressed by William C. Crow before the 13th Annual Summer Meeting of the Truck Trailer Manufacturers Association.

He warned that failure to provide shippers with the services they desire will result in their turning to "another type of carrier" or to operation of their own trucks.

"Greater coordination among types of carriers is needed—rail and trucks; truck and water. Further improvements in equipment and service should be made. More uniformity among the states in regulation should facilitate interstate movement. In developing and administering regulations more attention should be given to the effect of such regulations on transportation efficiency," the speaker said.

Crow is director of Transportation and Facilities, Research Division, U. S. Department of Agriculture.

Other features of the Hot Springs, Va., meeting included: Agreement on trailer support mounting dimensions and a low bed rating program; discussions on license plate location, plastic-coated wiring, mud flap attachments, and brake block identification.

The TTMA Engineering Committee will formulate all problems solved by them in the past into TTMA Recommended Practices. The result will be a suggested procedure for designing a specific item. In this way it is hoped to arrive at a degree of standardization without affecting competition.

The Fort Wayne, Ind., plant of the Fruehauf Trailer Co. was

named top award winner of the 1960 Plant Safety Contest. Keith W. Tantlinger, vice president-manufacturing and engineering for Fruehauf, accepted the plaque.

The Automobile Manufacturers Association is reportedly developing a new bulb for stop and turn signals that is brighter in the daytime but normal when used with headlights at night.

Traffic Officers Honored



Presentation of a plaque and desk set was made to the past officers of the Manufacturing Confectioner's Traffic Conference at the group's Semi Annual Meeting. Pictured are (left to right): B. Arthur Carolan, tm, Henry Heide, Inc., former secretary treasurer; Marcel M. Solay, tm, Mason Candies, past chairman; and H. O. Allyn, tm, Charles M. Miller Co., Award Committee chairman

Standards Association Meeting To Aid Transportation Problems

The many problems of transportation media and their possible solution through standardization will be the theme of the Twelfth National Conference on Standards in Houston, Tex.

Sponsored by the American Standards Association, the meeting will be held October 10-12.

This function is open to all companies and all industries. Of special interest will be the sessions devoted to standards as applied by companies, industries, associations, and the government. The materials handling session will be under the direction of the American Society of Mechanical Engineers and will feature a discussion of standard container sizes.

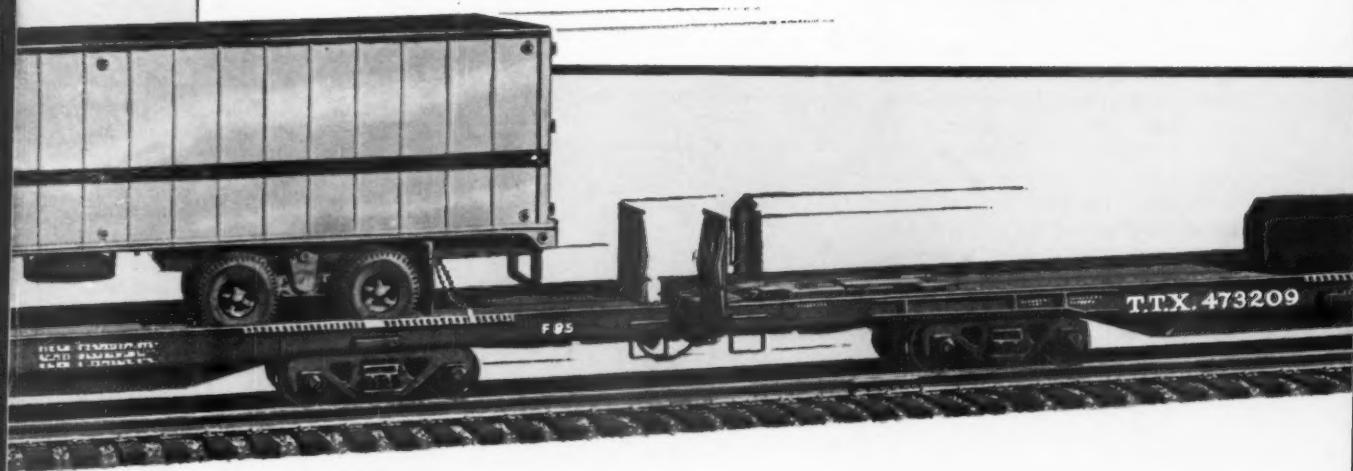
New York Movers Group Holds Third Annual Convention

High attendance and excellent member interest were in evidence at the Third Annual Metropolitan New York Movers Convention. Sales and advertising were stressed as being the most important subjects under discussion at the meeting.

The storage of records for large companies was brought up as a possible source of income for warehousemen. Also, the benefits incurred by joining and being active in groups and associations were discussed. Theodore Sofia, of Sofia Bros., Inc., headed a panel that discussed regulatory agencies.

(Please Turn to Page 10)

TRAILER TRAIN'S Research on Wheels spurs PIGGYBACK Progress

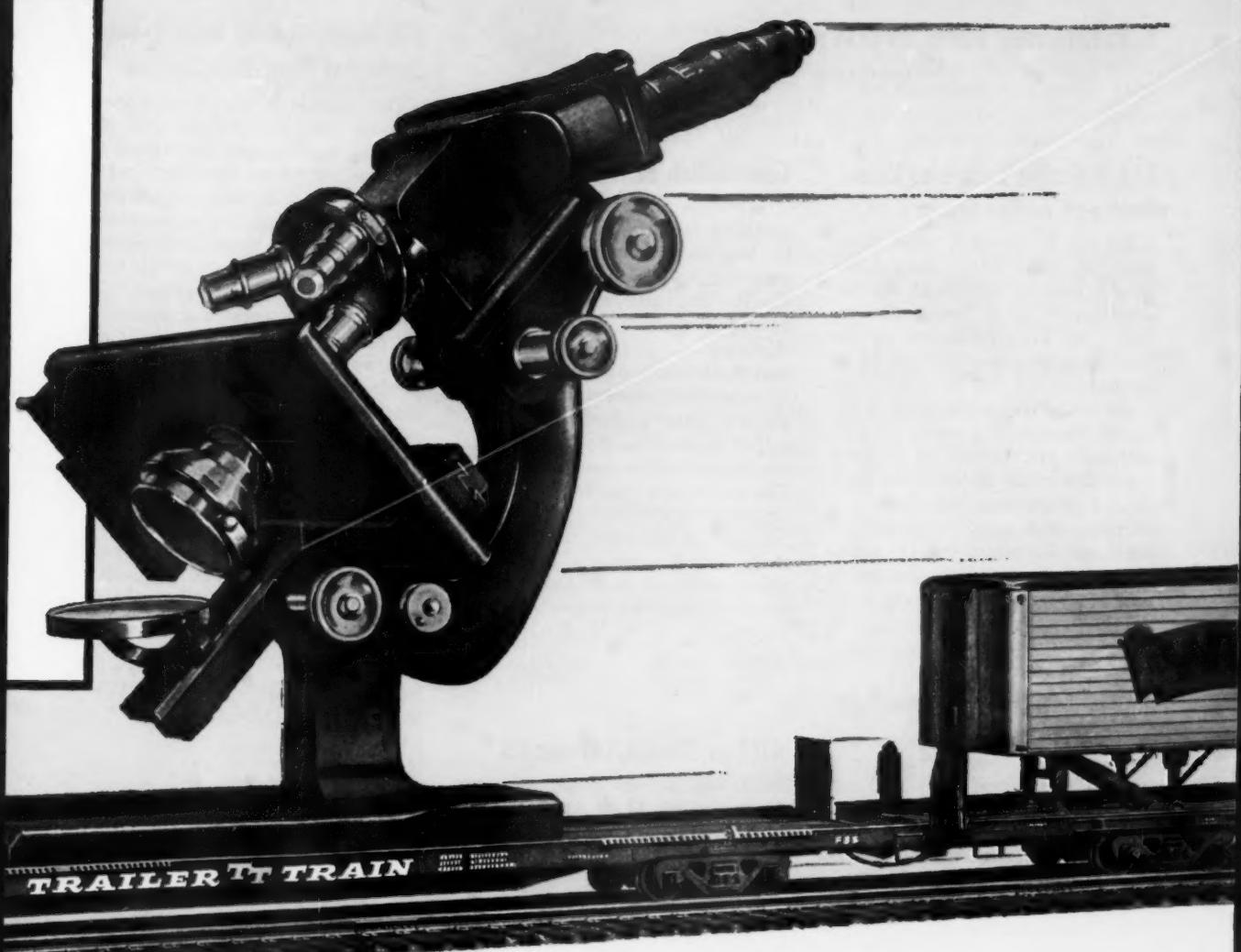


Valuable information is being obtained by Trailer Train these days for its members, suppliers, and shippers . . . information that benefits the entire railroad industry.

Trailer Train's king-size cars average 200 miles per car per day. Because of this day in-day out performance, tests of new devices and materials can be conducted under the most demanding conditions.

Journal bearings, brakes, wheels, draft gears, trucks, axles, bridge plates, and trailer hitches are being analyzed and tested. Trailer Train is currently studying new piggyback car designs, improved car cushioning, automobile carriers, container handling devices, plus many other items.

In each case, the object is to discover a better approach to an old problem or the best approach to a new one, so that Trailer Train Piggyback may achieve the fullest car utilization for its members and the best service possible for piggyback shippers.



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Central of Georgia	Nickel Plate
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Chicago Great Western	Northern Pacific
Chicago & North Western	Pennsylvania
Cotton Belt	Reading
D. T. & I.	R. F. & P.
Frisco	Santa Fe
Great Northern	Seaboard Air Line
Gulf, Mobile & Ohio	Southern
Illinois Central	Southern Pacific
Kansas City Southern	T. P. & W.

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United States Freight
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Western Pacific



6 Penn Center Plaza • Philadelphia 3, Pa.

All for one—and one for all!

DISTRIBUTION AGE, SEPTEMBER 1961

Chuting the News . . .

(Continued from Page 7)

CAB Executive Addresses Local Transport Airline Group

Robert T. Murphy, vice chairman of the Civil Aeronautics Board, recently addressed the Association of Local Transport Airlines. He gave comments on the four point program that the group ratified.

He evaluated the plan as it affected the size of government subsidy paid out. Referring to fierce competition by airlines, he said, ". . . I would hope that those . . . energies and even more will be spent on ferreting out all means of cost savings, increasing traffic and improving load factors."

United Agents Attend Meetings

L. A. Larimore, executive vice president and general manager of United Van Lines, announced that over 400 agents and staff members of that company attended eight regional meetings recently. The meetings were organized by the agents themselves. Various problems that face these men were discussed by panels and they were acclaimed as useful and productive by those attending.

Handles Bulk Communications

Trucking firm representatives met in Chicago recently and formed a nationwide organization to deal with mutual problems of purchasing bulk communications from the American Telephone and Telegraph Co.

Highway Carriers—Telpak, as the group is called, relates to the Telpak plan available to all regulated carriers. It permits motor carriers to pool and purchase their long distance communications.

Telephone authorities believe Telpak can save the motor carrier industry about \$16 million per year once the plan becomes operative.

Coordination of Transportation

A system of coordinated transportation facilities is being planned by the Alaska International Rail and Highway Commission. Commission Chairman Warren G. Magnuson, Democratic senator from Washington, said that he hoped that both the United States and Canada could cooperate in bringing about a better system of transportation in Alaska, especially water transportation in certain regions. The commission has decided to recommend the formation of a technical staff in the office of the under secretary of commerce for transportation to carry out the commission's suggestions concerning improvement of transportation in Alaska.

NTLS in Chicago, October 1-5

The National Truck Leasing System will hold its Annual Meeting in Chicago this year. It will run from Oct. 1-5 at the Edgewater Beach Hotel.

Major topic of discussion will be truck procurement and maintenance, how to do an increasingly economical job of relieving truck users from worrying about it.

National Box Group Meets

The National Wooden Box Association held its Summer Meeting recently. At the meeting, two new standards for boxes were established and Specification I-1B was amended.

One standard covered modular cleated panels, of which there are 50 sizes, as materials for reusable containers for implant and interplant use. Used in this way, the panels can be returned to their points of use easily.

The second standard covers quality of materials used in construction of bin boxes. Information about this standard is contained in the brochure entitled "Bin Boxes."

ATA Warns Against Rails, Trans-Continental Piggy-Back Service

The American Trucking Associations, Inc., has warned that if the ICC should grant the Santa Fe Railroad's trucking subsidiary certain rights in Arizona and New Mexico, the firm could operate transcontinental piggy-back service with adverse effect on 10 independent trucking companies.

The warning formed a petition for reconsideration of a Division One report granting rights to Santa Fe Trail Transportation Co. over highways between Fort Sumner and Willard, N. M., and between Albuquerque and Holbrook, Ariz.

Firms joining with the ATA are Braswell Motor Freight; Denver-Chicago Trucking Co.; Hill Lines, Inc.; Illinois-California Express, Inc.; Navajo Freight Lines; Pacific Intermountain Express Co.; Ringsby Truck Lines; Texas Arizona Motor Freight; Watson Brothers Transportation Co.; and Whitfield Transportation, Inc.

Better Highway Alliance Urged

Arthur C. Butler told the Motor Transportation Association of South Carolina that highway user groups must strengthen their alliance and hold the line on federal tax increases.

The director of the National Highway Users Conference said that "it is obvious that you and the rest of us not only want the roads, but are willing to pay our share for them. It is over-paying that we object to."

National VL Plans Convention

National Van Lines, Inc., will hold its Annual Convention in Chicago, Oct. 25-28, at the Palmer House. Speakers will include Donald R. Markham, executive director, National Furniture Warehousemen's Association; William Wachs, business consultant; and H. P. Simpson, assistant gtm, Swift and Co.

Canadian WA Changes Name

The Canadian Warehousemen's Association has changed its name to the Canadian Warehousing Association. In addition to this action at its 41st Annual Convention, the CWA re-elected W. Frank Kenwood, of Montreal, president. Other officers are H. W. Ashley, Toronto, vice president, and E. E. Lancaster, Toronto, treasurer.

AST&T Appoints New Registrar

The American Society of Traffic and Transportation has appointed William E. Linane as registrar of its transportation examination program. He succeeds Henry A. Fah!, who gave up the post to take the job of assistant general manager of the Eastern Central Motor Carriers Association in Akron, Ohio.

Linane was previously employed at Cooper-Jarrett, Inc., in Chicago, the site of the executive offices of the society, which he will manage.

Voluntary Program Weak, AFDOUS Convention Claims

The Association of Food and Drug Officials of the U. S. (AFDOUS) says that a voluntary program will not preserve frozen-food quality.

The association went on record on this issue in its recent 65th Annual Conference in Washington, D. C. Several amendments to the AFDOUS Frozen Food Handling Code were adopted. One provides that air temperature rather than product temperature be kept at 0 deg F or lower in storage rooms. Another requires that the clearance between stacks and the warehouse ceiling be 18 in. instead of 12 in.

The association adopted the report of the Canned, Processed and Frozen Food Committee. This report set forth the AFDOUS Code as a guide to state legislatures in preparing legislation.

While commanding the FFAICC for its voluntary industry program, AFDOUS said that voluntary self-policing is no substitute for law.

News Briefs

An additional 10,000 sq. ft. of space is now serving customers of C and A Terminal Warehouse. The space was added to the cooler area for produce.

The Telepak Advisory Council has been created to aid shippers who use the Telepak bulk rate system of American Telephone and Telegraph Co.

RE Express is completing negotiations to extend a through bill of lading between all U. S. points and 16 foreign countries. Service will begin with release of tariffs.

Fruehauf Trailer Co. has secured an order for 400 reefer trailers by Pacific Fruit Express so that piggy-back operations can get underway.

Sea-Land Service has revised its sailing schedules for Puerto Rico LTL service because of recent maritime difficulties. Basic schedules remain unchanged.

Fernstrom Storage and Van Co. has acquired Bradley Moving and Storage Co. as a wholly owned subsidiary.

Darling Freight, Inc. has applied to the ICC for permission to operate as a common carrier on irregular routes. It will transport commodities between points in Minnesota, Wisconsin, and Michigan in the west and Florida in the south if permission is granted.

Ferguson Is New MHEDA President

Don S. Ferguson is the new president of the Material Handling Equipment Distributors Association. He was elected at the group's Annual Convention in Denver.

Ferguson, vice president, Robert H. Braun Co., Los Angeles, is the second officer of that company to head the national association.

MHEDA Welcomes New Chief



Robert G. Arnold, president, Material Handling Equipment Distributors Association (left) is shown congratulating his successor Don S. Ferguson at the recent Annual Convention held in Denver. Ferguson is vice president of Robert H. Braun Co., southern California distributor of Clark materials handling equipment.

Merger Conference Held

The Transportation Center at Northwestern University recently held a conference on the problems of merging transportation facilities as a solution for problems.

The program was divided into six parts: Motives for Mergers, Merger Trends, When Do Mergers Pay?, What is Labor's Stake?, The Road to Mergers: Practical Problems and Consequences, and What is the Public's Stake? Prominent authorities on transportation handled the discussions.

Waterways to Oppose Tolls

The National Waterways Conference, Inc., has named two leaders for the fight against tolls. They are Paul G. Blazer, chairman of the Executive and Finance Committees, Ashland Oil & Refining Co., Inc., and Wade W. Hollowell, president, First National Bank of Greenville, Miss. They were elected board chairman and president respectively. The election was held at the group's First Annual Meeting, held recently in Chicago.

Household Goods Redefined

The ICC has amended its regulations to redefine the term household goods. The new definition permits household goods carriers to transport a householder's property from a town residence to a vacation home. It also permits the movement of household effects from one dwelling to a place of storage and later from storage to relocated dwelling.

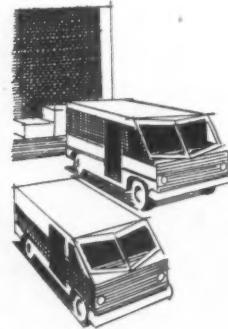
The redefinition allows transportation by a household goods carrier of property which the householder has purchased with intent to use in his dwelling and which is transported at the request of the householder incidental to a move from one dwelling to another.

At the same time it will not authorize the household goods carrier to participate in retail delivery service or in the movement of new furniture from factory to distributor or store.

UNITED AIR LINES OFFERS YOU A COMPLETE AIR SHIPPING SERVICE

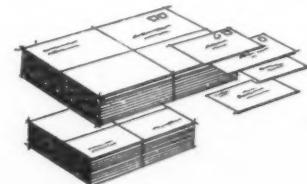
Air Parcel Post...Air Mail...Air Freight...Air Express. Which is right for you? United Air Lines can give you the answer and explain how you will save money at the same time.

Shipping by air may offer you profit opportunities of substantial size. And air shipping can mean vital savings in time. Following is a brief explanation of the ways United Air Lines can serve you.



THE FREIGHT FORWARDER

An expert in expediting and handling shipments for you—the Freight Forwarder is a true air freight specialist on the ground and in the air—giving you the benefit of volume rates for small shipments. He specializes in personalized services such as door-to-door pick up and delivery, and monitoring the movement of shipments from origin to destination.

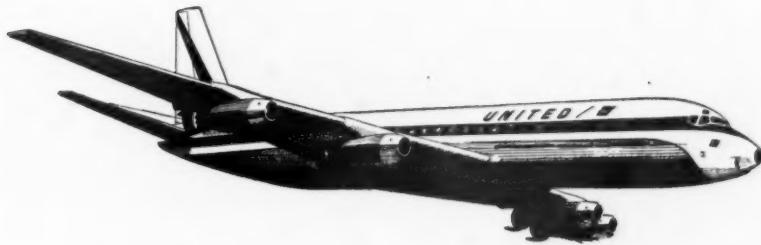


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from origin to destination.

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picked up at their destination air-
port. Complete door-to-door service,
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of the two is also available—offering
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the ground services of REA, Air
Express is immediately available to
more than 26,000 communities
throughout the U.S. When time is
important it pays to use the door-to-
door pick up and delivery of Air
Express facilities.

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advantage of shipping by air,
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with you, to determine the best
methods for you. You'll have the
benefit of skilled specialists to help
you find the most efficient plan.

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largest jet fleet . . . with jet service to
more U. S. cities than any other air-
line. And every United Jet carries
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frequent — over the broadest route
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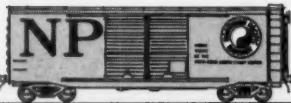
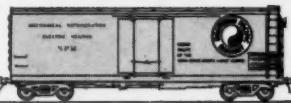
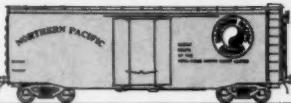
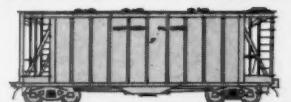
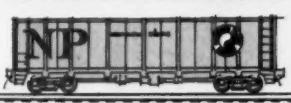
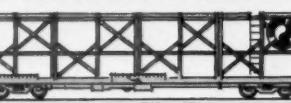


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QUANTITY & TYPE	DESCRIPTION
248 Box cars with roller bearings	 50½' 15' double door
50 Mechanical refrigerators	 50½' roller bearings
200 RBL refrigerators with damage-prevention equipment	 50½' roller bearings
20 Covered Hoppers	 Airslide-Equipped
100 Wood chip cars	 60' roller bearings
50 Cabooses	 Steel, cupola type, cartridge type bearings
21 Auto Racks	 Multi-level

**"We just bought 15
new Diesel-electric
locomotive units
last year!"**



**NORTHERN
PACIFIC...equipped
to handle your freight!**

LETTERS

TO THE
EDITOR

Smykay Disappoints

To The Editor:

We consider DISTRIBUTION AGE to be a magazine of considerable stature. We were disappointed, therefore, to read an article in your March 1961 issue by Professor Smykay entitled The Other 5/6s of Distribution Costs, which considerably belittled the abilities of traffic managers.

This article indicated decision making by traffic managers as being completely dependent upon legal formality, rules, and regulations obtained through the use of monstrous tariff files. I am sure no one will question the need for a knowledge of these requirements, but surely it is naive to think that all decisions are based on cost alone.

Nor could it be ignored that such achievements as stop-in-transit, transloading, storage-in-transit, split delivery, etc., were anything but the effects of negotiation between alert traffic personnel and carriers, and accomplishments long before the Transportation Act of 1958.

We believe that the good professor's statements are based on little appreciation of the facts. There are many knowledgeable traffic managers, quite aware of their duties and responsibilities—not only as they pertain to distribution, but also to inbound movements. Today, the word for this complete cycle (borrowed from the military) is "Business Logistics."

We thought this article was far below your standards.

Sheldon R. Lewis,
Manager-Traffic Service
General Electric-Manufacturing Services,
New York, New York

Time Saving Suggestion

To THE EDITOR:

Here is a copy of my letter to the Truck Trailer Manufacturers Association.

"I have just read a very interesting article by Editor A. W. Greene in DISTRIBUTION AGE, March 1961, p. 13, titled 'Users Have Their Day.' From a shipper's viewpoint, I am wondering if manufacturers of trailers or motor carriers ever figured out how much time was lost by the operators trying to locate something to stand on when they are removing cross bows or tarpaulin from open top trailers?

"No operator could do this when standing on trailer floor without the use of a ladder, box, or boards, to reach the height of the bows and tarpaulin.

"It would seem to me that each trailer should be equipped with a ladder, etc., with a storage space for it, possibly under the trailer floor, for quick use. The loss of time by the operator is also very great, to untie or tie ropes from tarp to sides of trailer.

"The new tarpaulin with rubber tie ropes with clips to slip in hook is more desirable and it would pay the trucking companies to revise or replace with these for the time saved would pay quick dividends for the expense incurred in the revision.

"It takes many operators one-half to an hour to remove a tarp with cross bows and again that time to replace after loading. Manufacturers would do well to find a simpler system to reduce this time. I trust these suggestions will be given consideration."

J. W. Dobmeier
Traffic Manager

Buffalo Forge Co.
P. O. Box 985
Buffalo 5, N. Y.

(Please Turn to Page 22)



nce
upon a time
this was
an aisle...

... now it's a profitable storage area. Thanks to the variety of *customized* arrangements made possible by Acme Steel's all-new Drive-In and Drive-Thru Racks, any space that's going to waste can pack palletized items. Lift trucks drive into them, thru them—not just up to them. They offer faster, more convenient access than any other storage structure.

Although these high-density storage units are *customized*, there's no price penalty. *Standard* components do the entire job. They let you tailor your installation to best suit type of material stored, loading and unloading requirements, and the physical layout of your warehousing area.

New AIM Brand Drive-In and Drive-Thru Racks are safer, too. And stronger, more stable, easier to set-up and adjust. The full story is too long to tell here, but we'll be glad to send it to you.



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*Read the happy
ending to your
storage problem*

Discover the many ways the complete line of
AIM Brand Racks—Drive-In, Drive-Thru and All-Purpose—can customize
your storage at lowest cost. Ask your AIM Brand Distributor for your copy,
or return the coupon.

ACME STEEL COMPANY, Fabricated Materials Division
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Please send free copy of "How to Win the Race for Storage Space."

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On the Line-



"Who? Me?"

Last night we picked up our customary newspaper with a bit of shock. On the front page was a four-column picture of a semi-trailer on top of a crushed automobile. A gruesome sight!

The name of the trailer's owner was boldly displayed. Ironically, it was that of a burial casket manufacturer.

This morning we saw the same picture in two other newspapers, Pennsylvania and New Jersey. The news wire services carried the story. So it's a safe bet that at least five—possibly as many as 50—million people know about this accident.

That's a lot of bad publicity!

Now, as one might guess, that was not the only accident news story of the day in this region. All told, there were five items in the area papers that involved a truck—each privately owned. This is the fact that disturbs us. Safety crackdowns by regulatory and enforcement agencies have started. Private fleet managers are due for a hard time. They have no one but themselves to blame.

Right now, in at least two-thirds of our cities, one can pick up a newspaper and read about at least one serious highway accident. It's such a common news item that most of us tend to glance at it with indifference.

But there are people who just don't glance. They have a deep personal, business or professional stake in such matters. They work for, or with, insurance firms; regulatory bodies, such as the ICC; enforcement agencies, such as the police; and law makers at all levels.

Let's not overlook, too, the people who buy our respective products or services. They range all the way from the recent June bride to presidents, vice presidents of traffic, purchasing—and so on.

Also, let's not confine our concern to serious accidents. How much business is lost daily because our truck drivers are discourteous to our customers? We shall never know. But it's an awesome thing to contemplate.

Because of its destruction and/or injury, a crackup commands fearful attention. It produces a shocking yet sad reaction. But a near-hit, a highway vision block, choking exhaust,

mud splash, double park, ear splitting noise, excessive speed, foul language, and other discourtesies committed daily by truck drivers are—in the long run—more damaging. They produce anger and bitterness; not just at the driver but also toward his company. In that mood, a buyer can't be expected to favor that company's products or services.

At a recent materials handling seminar, we were talking to a panel member. A man walked up and said, "Hi, Charlie! I hope to enjoy your speech better than your truck service."

Jovially, the panelist replied that his talk never could be as good as his company's fast and courteous truck service.

"Fast? Yes, illegally fast," retorted the man. "Courteous? No! Charlie," he continued with strong feeling, "one of your drivers got me real mad today. If there had been a cop around, I would have had him arrested. You better do something about your drivers or we just won't do business with you."

"Who? Me? I got nothing to do with our drivers," Charlie replied.

"You better have," the man said tartly, as he turned and left.

"That's a hot one!" grumbled Charlie. "What can I do about that? I'm in the engineering department."

He asked, so we told him: Report this complaint to the fleet boss in a friendly way. Suggest that he get to the sales manager before the customer, and say that the driver will be disciplined. Suggest to the fleet boss that he start driver meetings, stressing courtesy and safety; that he could get a great deal of help from such organizations as the Private Truck Council and National Safety Council.

Charlie didn't seem happy. He said that he didn't like to butt into trucking problems.

We've heard that excuse many times. So, we, too, were tempted not to "butt in." But Charlie is a good friend, so we said, "Suppose this complaint is made to your company's president. Will he say, 'Who? Me?'

"Suppose that he learns that your friend complained to you first, that you did nothing except ask 'Who? Me?' He'll be awfully mad when he says, 'Yes, YOU!'"

A. V. Greene
EDITOR

**"Stations stay
on the air
when we ship via Delta Air Freight"**



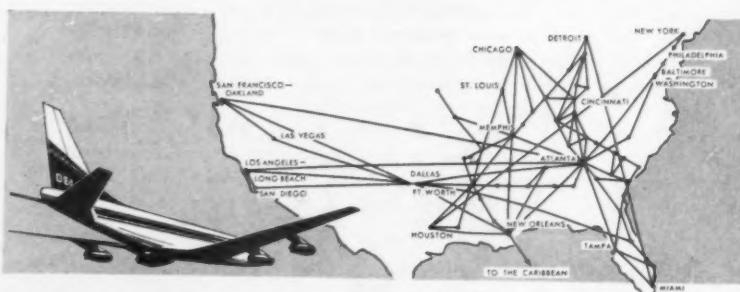
Mr. John Campbell, Sales Traffic Manager, Collins Radio Co., Cedar Rapids, Iowa, states:

"Radio stations can't afford to be without vital parts that keep them on the air. Air time lost is money lost. As supplier of equipment to the broadcast industry, we *must* use a shipping service we can count on to keep these customers stocked, and to make 'panic-button' deliveries in emergencies. That's why we depend on Delta Air Freight."

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DELTA JETS and all other Delta flights carry freight. Call the nearest Delta office, or write Delta Cargo Dept., Airport, Atlanta, Ga.



DELTA  *the air line with the BIG JETS*

LETTERS...

(Continued from Page 15)

Illegal Trucking

To The Editor:

Thanks very much for your thoughtful editorial in the June issue. Another phase of illegal trucking concerns the lack of enforcement by the Interstate Commerce Commission.

We have observed that certain carriers will fake out their log books running 15 to 18 hours a day rather than the legal 10 hours. And the ICC seems unable to put an end to this.

Fred C. Hermann
General Traffic Manager

Hermann Forwarding Co.,
North Brunswick, N. J.

Warehouseman's Liability

To The Editor:

For some time now we have had in mind writing to ask a question relating to warehousemen's liability in part, and perhaps in part to policy of users of warehouses concerning damage to certain goods while in storage.

We thought this question would be of general interest to your readers and could be answered.

There are a lot of goods moving in distribution channels today that are packaged in multi-wall paper bags. Other warehouses handle and store a lot of these materials. When a carload of goods in multi-wall paper bags has been received and a warehouse receipt has been issued indicating the goods were received in good condition, we have found from experience that the warehousemen, in some instances, feel they are not entirely responsible for damage to these goods by breakage of the bags while they are held in the warehouse.

In these instances the warehousemen have indicated they feel they should be allowed a tolerance. By this they mean we should agree that a certain percentage of the put-through should be determined as a tolerance and that they, the warehousemen, would not be responsible for any damage unless it exceeded this tolerance.

There has been no specific tolerance factor suggested although there has been enough conversation indicating that something in the range of $\frac{1}{2}$ of one per cent might be the yardstick. In other words, if you handled through a warehouse 100,000 bags and you would allow them to damage up to that figure without their being held responsible. That is, 1000 would be

the one per cent or 500 bags if $\frac{1}{2}$ of one per cent turned out to be the agreed tolerance.

Name Withheld

Relating to tolerance on damaged merchandise packed in multi-wall paper bags, soon I shall abide by your suggestion and write on this subject for publication.—Leo T. Parker, Legal Consultant.

Limitation of Liability

To The Editor:

We had a case of machinery delivered to a pier within the confines of New York City. Public loaders were employed at the pier to unload this case of machinery from the truck. In the process of unloading the public loaders dropped the case of machinery. Damages amounted to \$650.

Under the provisions of Truck Loading and Unloading Waterborne Freight Agreement (Federal Maritime Board No. 8005) Tariff No. 5, New York, a terminal operator claims limitation of liability to \$500 by virtue of paragraph covering liability. In your opinion, can terminal operator limit his liability?

In addition to this, we deliver to piers single pieces of machinery with approximate valuation of \$100,000 and if terminal operator can so limit his liability to \$500 per package and we were to declare \$100,000 valuation our unloading cost would be normal charges plus \$1000.

Guy J. Orefice,
Brooklyn Steel Warehouse Co.
Brooklyn, N. Y.

According to higher court decisions ordinarily such a limitation clause is valid if the shipper or consignee can pay a higher rate and have full coverage, provided the shipper or consignee had knowledge of the limitation clause, and also his contract or the Original Page 5 was accepted by him before the services were rendered.

I have no records of a case exactly to point of your legal question, particularly where the higher court held a limitation clause void because of high rates for full coverage.—Leo T. Parker, Legal Consultant.



"Hold it men!"



WHY PORTLAND HARBOR TOPS THE U. S. PACIFIC COAST IN IMPORT-EXPORT DRY CARGO TONNAGE

The big "why" is answered by the water grade route of the Columbia River. Shippers reach a vast inland trading empire of 210,000 sq. miles at cost-saving freight rates to or from Portland. Efficient centralized management of Portland Public Docks makes doing business with Portland a fast, money-saving experience for bulk and general cargo shippers.



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...WORKHORSE WAREHOUSES with a THOROUGHBRED LOOK

Yes, workhorse warehouses can be attractive as well as efficient when they're Butler pre-engineered buildings. Inside, your storage potential is virtually unlimited. Spacious interiors let you store even the largest materials from wall-to-wall, floor-to-ceiling. You can maneuver materials handling equipment freely and easily. And, with Butler you get the widest variety of shapes and sizes of rigid frame structurals . . . from column-free clear span systems to the economical new MRF design in single ridge widths to 360', with a minimum of slender posts.

You'll be proud of the look of your Butler building as well as its function. Three striking new pre-engineered curtain wall systems offer you a beautiful selection of wall materials, all in sparkling, maintenance-free Butler-Tone® colors. Choose from field-insulated Butlerib®, factory-insulated Mono-panel®, or the exciting new Modular Wall system. They're the finest curtain walls in the industry.

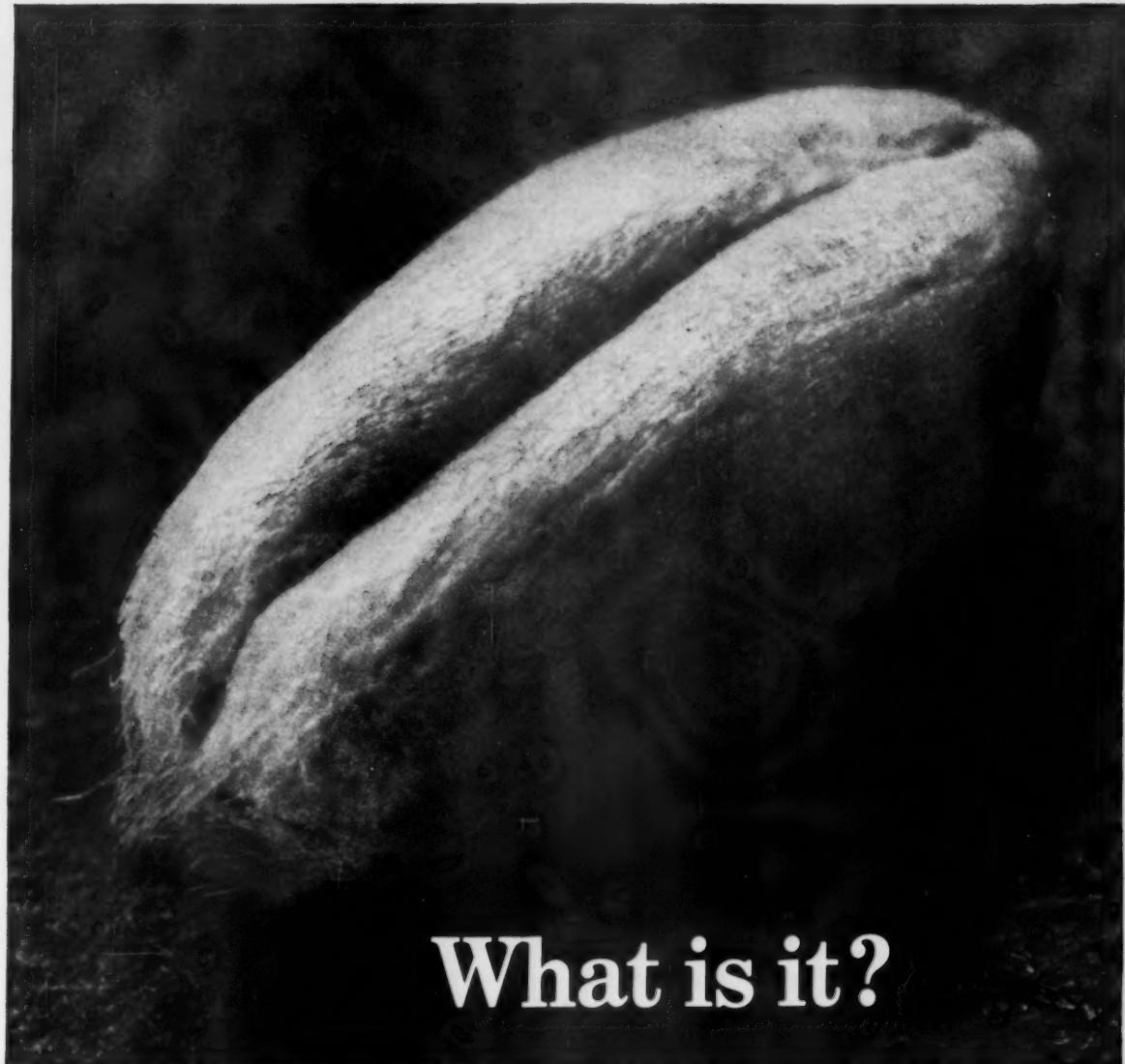
The right combination of matchless function and compelling beauty can be yours in a Butler building. Before you build a new warehouse, or any other industrial or commercial facility, be sure to investigate Butler's new unprecedented buildings. Call your Butler Builder. He's in the Yellow Pages under "Buildings" or "Steel Buildings." Ask about Butler's "Finance Formula for Progress" or, write direct.



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What is it?

A COCOON it's not. And if you guessed a coffee bean, a wad of cotton, or a popover...wrong, too. It's something we have a lot of respect for, because we ship trillions of them. The point is, no matter what you want to ship—whether measured in millions of bushels or thousands of tons—you can be sure the Rock Island will spare no effort to transport it carefully, quickly, and economically. Modern equipment, electronic traffic controls, automatic classification yards, systemwide Teletype and Microwave networks, experienced, expert, conscientious personnel—all assure that your freight will be handled the way you want it handled.

What is it? See page 60



ROCK ISLAND LINES

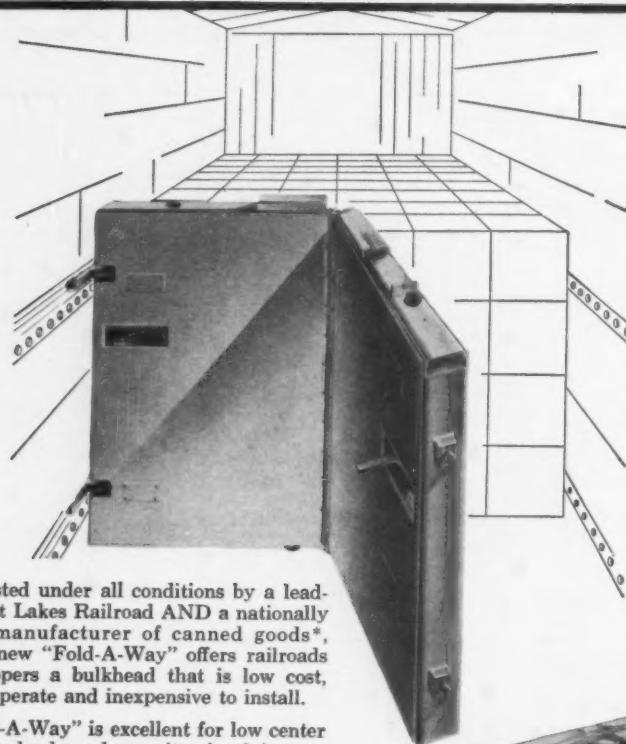
*The railroad of planned progress
...geared to the nation's future*

CHICAGO 5

YOCAR'S ROLLOK "FOLD-A-WAY"

A bulkhead that rolls in place!

- has low installation cost!
- is simple to operate!



• Tested under all conditions by a leading Great Lakes Railroad AND a nationally known manufacturer of canned goods*. Yocar's new "Fold-A-Way" offers railroads and shippers a bulkhead that is low cost, easy to operate and inexpensive to install.

"Fold-A-Way" is excellent for low center of gravity loads and permits visual inspection without moving. No costly maintenance is necessary since there are no complicated operating mechanisms, and the basic unit is constructed to withstand rough treatment and abusive handling.

"Fold-A-Way" is the latest in a complete line of shipping devices designed and built by Yocar to serve the needs of railroads and shippers. For further information write, wire or phone.

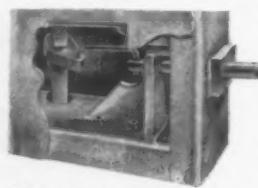
*Names furnished on request.



Four heavy-duty ball-bearing swivel casters attached to bottom of "Fold-A-Way" permits easy, quick positioning.



"Fold-A-Way" is fitted at one end with upper and lower "T" hinged trolleys, each utilizing two 3" wheels with roller bearings. Trolleys roll on 3" - 9# structural channels fitted flush into the car sides.



"One man" positioning and locking. Four locking pins, 2 on each side of bulkhead, are actuated by 2 recessed locking handles.

YOCAR

YOCAR

Youngstown Steel Car Corporation
NILES, OHIO

See "Fold-A-Way" at the A.R.S.A. Convention
September 10-13 at Booth 169, Sherman Hotel, Chicago, Ill.

Coming Events

Sept. 5-9—International Cargo Handling Coordination Assn., General Assembly & Technical Conference, Waldorf-Astoria Hotel, New York, N. Y.

Sept. 6-8—Cargo Handling Exposition, Second Annual, Pier Nine, North River, New York, N. Y.

Sept. 10-12—The Associated Traffic Clubs of America, 38th Annual Convention, Benjamin Franklin Hotel, Philadelphia, Pa.

Sept. 10-13—Allied Railway Supply Assn., Convention & Exhibit, Chicago, Ill.

Sept. 17-20—National Defense Transportation Assn., Transportation & Logistics Forum, The Denver Hilton, Denver, Colo.

Sept. 17-22—University of California's Short Course in Plant Layout, Material Handling, Warehousing & Shipping, Lake Arrowhead Conference Center, San Bernardino Mountains.

Sept. 18-23—University of Kansas 6th Annual Midwest Work Course on Plant Layout and Facilities Planning, University Extension Center, Kansas City, Kan.

Sept. 21-23—American Movers Institute, Annual Meeting, Edgewater Beach Hotel, Chicago, Ill.

Sept. 25-28—Industrial Building Exposition and Congress, New York Coliseum, New York, N. Y.

Sept. 25-29—American Assn. of Port Authorities, 50th Anniversary Convention, Lafayette Hotel, Long Beach, Calif.

Oct. 3-5—National Assn. of Shippers Advisory Boards, Statler-Hilton Hotel, Buffalo, N. Y.

Oct. 6-8—Missouri Warehousemen's Association, Fall Convention, Tan-Tar-A Resort, Lake of the Ozarks, Mo.

Oct. 7-10—Conveyor Equipment Mfrs. Assn., Annual Convention, Ponte Vedra Beach, Fla.

Oct. 8-13—American Trucking Assn., National Convention, Sheraton-Carlton Hotel, Washington, D. C.

Oct. 11-13—Propeller Club of the Port of Jacksonville, Annual Convention, Jacksonville, Fla.

Oct. 18-20—Packaging Institute Annual National Forum, Biltmore Hotel, New York, N. Y.

Oct. 19-21—Southeastern Warehouseman's Assn. Meeting, Tampa Terrace, Tampa, Fla.

Oct. 20-22—Delta Nu Alpha, 21st National Convention, Sheraton-Dallas Hotel, Dallas, Texas.

Oct. 23-26—Private Truck Council of America's Fleet Maintenance Exposition, New York Coliseum, New York, N. Y.

Nov. 1-3—Society of Plastics Engineers, Southwestern Packaging Exhibition, Sheraton-Dallas Hotel, Dallas, Texas.

Nov. 7-9—Packaging Machinery Manufacturers Institute, Annual Show, Cobo Hall, Detroit, Mich.

Nov. 13-14—Society of Packaging and Handling Engineers, Annual Eastern Show, 5th Regiment Armory, Baltimore, Md.

Shippers Advisory Boards

Sept. 12-13—Ohio Valley Transportation, Louisville, Ky.

Sept. 13-14—Allegheny Region, Youngstown, Ohio.

Sept. 13-14—Pacific Coast, Los Angeles, Calif.

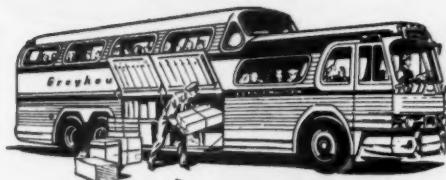
Sept. 13-14—Southwest, Savannah, Ga.

Sept. 14-15—New England, Bretton Woods, N. H.

Sept. 26-28—Southwest, McAllen, Texas.

Sept. 27-28—Atlantic States, Syracuse, N. Y.

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~~SAME DAY!~~



Got a shipment going hundreds of miles? Get it out by 9 A.M....it arrives the same day! Got a shipment going about 50 miles? Ship it out around 9 A.M....it's there by noon!

Whatever the destination of your shipment, chances are, a Greyhound is going there anyway...right to the center of town. Greyhound travels over a million miles a day! No other public transportation goes to so many places—so often.

You can ship anytime. Your packages go on regular Greyhound passenger buses. Greyhound Package Express operates twenty-four hours a day...seven days a week...including weekends and holidays. What's more, you can send C.O.D., Collect, Prepaid...or open a charge account.

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Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

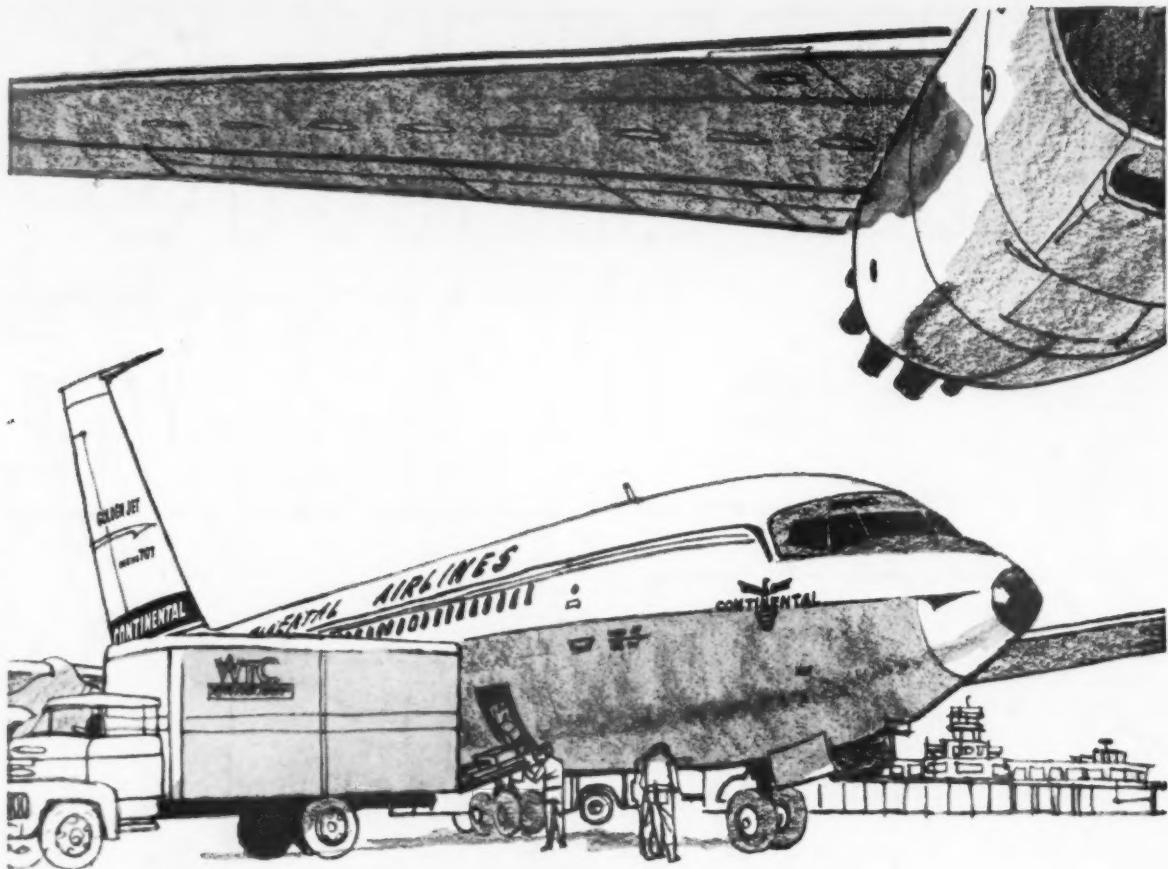
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When customers count on WTC Air Freight—one of the nation's largest and most experienced air freight forwarders—WTC Air Freight counts on Continental. One result: the best possible service for air freight users.

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You can count on Continental. There are twelve pure jet cargo flights between Chicago and Los Angeles every day. Plus jet cargo service to Denver, Kansas City, Houston, San Antonio, El Paso and

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....feature-packed **AUTOMATIC®** Transveyor

Here's the narrow aisle truck that sets a new standard for driving ease, serviceability, and lower operating costs. Some of its many features are shown below:



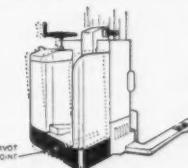
QUADTROL control handle combines speed and lift controls in one unit for easier driving. One handle controls three speeds forward and reverse plus lifting and lowering of the forks.



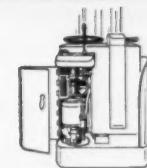
CHANGE FROM AUTOMOTIVE to reverse steering in minutes by changing position of two bolts. Simplifies standardization of steering with rest of fleet.

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capacities 2000, 3000,
and 4000 lbs.

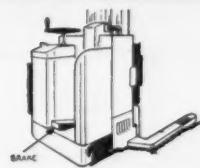
KNEE ACTION FRAME assures stability under all conditions. Straddle arm section pivots independently of drive unit section, preventing frame distortion, lack of traction, and instability on uneven floors.



BATTERY REMOVAL top or side. Battery may be rolled out from either side. Steering wheel and Quadtrol controller swing back to allow overhead removal or servicing.



ACCESSIBILITY of parts simplifies servicing. Rear cover swings out to put drive motor, electrical components and brake within easy reach for servicing.



ELECTRICALLY-INTERLOCKED controls prevent starting or reversing in any but first speed position. Current is disconnected when hydraulic brake is applied.

Send for full details NOW!

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WASHINGTON SCOPE

By Neil R. Regeimbal, *Chilton Washington News Bureau*



TOUGHER ANTITRUST LAWS—Congress talks of toughening the antitrust laws. Legislation backed by Sen. Kefauver (Tennessee Democrat) and Rep. Celler (New York Democrat) would: Increase antitrust fines from \$50,000 to \$100,000 for individuals and up to \$500,000 for corporations; impose jail terms on persons convicted more than once in 10 years of the same offense; punish executives who had reason to know of price-fixing but did nothing about it; and require identical bidders on government contracts to certify that their identical bids were not the result of collusion.

PROBE TRANSPORT ILLS—Battles between trucks and railroads are continuing in Congress, with no chance of action this year. Trucks and railroads are fighting before the Senate Commerce Committee over the Bartlett bill (S. 1197, by Sen. Bartlett, D., Alaska). The measure would reverse the 1958 Transportation Act provision permitting railroads to use rates to fight for business by requiring the ICC to consider the impact of rates on competing forms of transportation. The trucking industry is also calling for stricter ICC investigative powers and registration of all trucks in an effort to block so-called "gray area" trucking operations.

SHIP PRODUCE DIRECT—Trend of big food retailers to warehouse their own fresh fruit and vegetable purchases is continuing. U. S. Department of Agriculture reports that 26 per cent of all fresh produce in 23 major markets is delivered directly to central warehouses of large food retailers. Total includes shipments to prepackagers, potato chip makers, processors, and military installations in the areas. Tabulation shows that 22 per cent moved to retailers by rail, 29 per cent by truck, and 26 per cent by rail-truck combination.

EYE ANTITRUST SUIT—Transportation experts are watching for the outcome of the Justice Department antitrust suit against the four largest household goods movers and the major rate-setting bureau. They believe the action is an attempt by the government to strictly limit the scope of the ICC act exemption from the antitrust laws for rate-publishing activities licensed by the agency. It may also be an attempt to pressure the ICC by charging that the firms involved have secured a four-handed monopoly on the moving business without ICC interference.

PIGGYBACK RATES TO COURT—The courts will probably have to settle the fight between trucks and rails over piggy-back rates and service. Trucking groups are asking the ICC to suspend all new TOFC rates until the courts have a chance to review the June ICC decision upholding Plan 3 and 4 rates. At issue is the approval by the commission of the rates as covering the cost of service plus making a contribution to overhead. Truckers complained the rates cover only out-of-pocket costs. ICC held that the rates will enable the rails to regain traffic lost to non-regulated truckers and not take traffic from common carriers.

DRIVER REGISTER STARTS—The new national driver register of the federal government is going over with a bang. When it went into operation July 1, some 45 states had already signed up. Under the plan, states file with the U.S. Commerce Department names of drivers whose permits are revoked or permanently suspended for conviction of drunk driving or of a violation involving a traffic fatality. Plan is to prevent wild drivers who lose their licenses in one state from getting another one in another state.

POSTAGE HIKE POSSIBLE—Congress may still boost postal rates this year. President Kennedy is pressing. Congress rejected his first bid, but agreed to reconsider the idea after the White House shot back an alternate plan. Kennedy already faces a \$4-billion budget deficit in the fiscal year just starting. It will go much higher if postal fees remain unchanged. Under the latest proposal, first-class mail would go from four to five cents, air mail from seven to eight cents.

RESTRICT MOVERS' RULES—ICC has finished four years of study and issued the second modification of the 24-year-old definition of "household goods." The new restrictions immediately brought cries of protest from the movers, who claim that they would sharply limit their operations, and amount to a reduction in operating rights. Under the revisions, household goods can mean only property transported incident to a move by a householder "from one dwelling to another," or goods shipped from a factory to a store if ordered by a householder and in connection with a change of dwelling. Business property also can be included only when a firm, or part of it, physically changes its location.

TWA

CUTS AIR FREIGHT RATES AGAIN...UP TO
65%
on transatlantic shipments



Now, big savings for volume shippers!

On September 1, the latest TWA transatlantic rate reduction brings a new concept to distribution of your products overseas! Volume shippers will enjoy the speed and convenience of air service to European markets at bargain prices. Reductions range from 14% to 65% below present rates! Now it really pays to ship all your products TWA Air Freight. TWA is the only carrier bridging 70 thriving U. S. cities and 23 world trading centers overseas. It delivers your goods where the business is...fast. Put TWA's new international rates to work for you and save!

Look at these typical bargain prices!

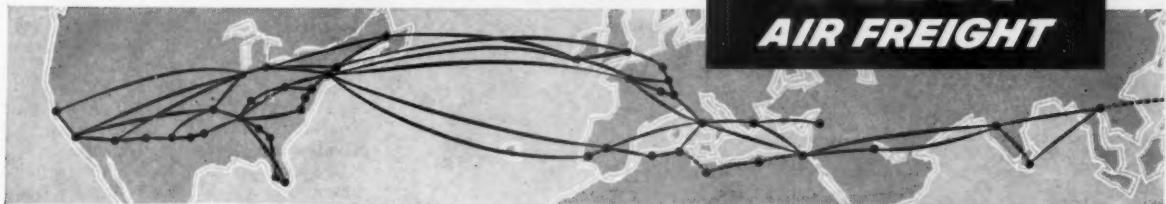
minimum weight in pounds	Airport to airport General Commodity rates between New York† and		
	Frankfurt	Paris	London
under 100	\$1.17	\$1.08	\$1.00
100-219	.80	.74	.69
220-549	.53	.52	.50
550-1099	.43	.42	.41
1100-2199	.38	.37	.36
2200-16499	.34	.34	.33
over 16500*	.33	.32	.31

†Effective Sept. 1, subject to Government approvals

*Eastbound only

Call your freight forwarder, cargo agent
or nearest TWA Air Freight office today

TWA
AIR FREIGHT



MEN IN THE NEWS

Traffic

Chester J. Roberts—appointed to the new position of corporate traffic manager of the Micromatic Hone Corp., Detroit, Mich.

R. C. Dreher—new general traffic manager of the Borden Co.

Neil S. Llewellyn—named general traffic manager of the AviSun Corp.

Barry K. Leonard—made traffic representative of the Ortho Pesticide Division of California Chemical Co.

R. A. Appleman—manager of traffic of the Esso International Division of Standard Oil Co.

Richard Bailey—made director of traffic of General Tire and Rubber Co. **Russell Klar**—general traffic manager.

John B. Carnahan—new assistant to the vice president-distribution of H. J. Heinz Co. **Grant E. Jackson**—manager-transportation and warehousing.



Val J. Williams—named executive vice president and general manager of Mar-koo Corp.

Transportation—Air

Lionel Rogers—heads new unit which combines functions of interline traffic affairs with traffic administration and facilities as director of traffic administration, American Airlines, New York.

—Highway

Thomas M. Hoban—appointed fleet sales manager, Marmon-Herrington, Indianapolis, Ind.

Melvin O. Griffith—named 1961 Driver of the Year by the American Trucking Association, Inc. He is a tank truck driver with Eagle Transport Co., Big Spring, Texas.

Nicholas Dykstra—named president of Mack Trucks, Inc. **John E. Venn**—director of transportation.

—Rail

George L. Green—elected vice president in charge of marketing, Pullman-Standard, Chicago.

Oscar W. Limestall—elected vice president-operations, Rock Island Lines, Chicago.

William H. Wiley—appointed general manager, Missouri, Kansas and Texas Transportation Co., St. Louis, Mo.

George J. Morley—named traffic manager-Rail-Van and Merchandise Services, Soo Line Railroad Co., Minneapolis.

—Water

J. Frederick Bechtel—elected executive vice president and general manager of Clark Equipment International, C. A. William R. Tanner—sales promotion and advertising manager.

Containerization/ Packaging

C. Churchill Crittenden—named director of international operations, Acme Steel Co.

David W. Lynch—elected vice president of sales, Vulcan-Associated Container Companies, Birmingham, Ala.

Materials Handling

Walter C. Bass—elected president, American Pulley Co., Philadelphia; **Vernon Marsh**—vice president.

Lewis J. Burger—named president, LeTourneau-Westinghouse Co., Peoria, Ill.

Bert F. Whitbread—appointed vice president, Motec Industries, Inc., Hopkins, Minn.

Warehousing—Public

Robert L. Sicking—elected president of Sicking Moving and Storage Co., Cincinnati.

Joseph T. Wills—named executive vice president, Palo Alto Transfer and Storage Co., Palo Alto, Calif.

Donald J. Oakley—joins Fidelity Storage Warehouses, New York, as general sales manager.

Wayne H. Ethridge—named Chicago district sales manager, Aero Mayflower Transit Co.; **William L. Bevan**—transferred to Chicago.

Leo Cieplucha—new operations manager, Allied Van Lines, Inc., Broadview, Ill.

COOPER-JARRETT, inc.

"The TRAFFIC MAN'S Line"

RESEARCH TO REALIZATION

\$1,150,000.00

Working for you . . . every hour . . . 24 hours . . . of every day!

RESEARCH . . . conducted by IBM . . . by TELETYPE . . . and by COOPER-JARRETT'S office management teams.

RESEARCH . . . aimed at developing the best possible system to give you . . . the Traffic Manager . . . the finest service in the processing and handling of your every shipment.

REALIZATION . . . a complete and proven IBM-TELETYPE system that brings to you . . . the Traffic Manager . . . accurate, up-to-the-minute information on your every shipment.

REALIZATION . . . in 'hour' savings . . . dollar savings . . . converted into faster . . . more efficient handling of every shipment, to or from your plant.

REALIZATION . . . that each shipment handled by COOPER-JARRETT, INC., will give you the service you want . . . 'worry-free' service.

COOPER-JARRETT keeps this great electronic system working for you . . . from the minute your shipment reaches our dock . . . until it is delivered . . . and clears for billing.

Another of the "CONFIDENCE-JUSTIFIED" services brought to you through the ever growing facilities



YOU'LL FIND YOUR "CONFIDENCE-JUSTIFIED" BY

MOTOR
COOPER-JARRETT INC.
FREIGHT



"CONFIDENCE-JUSTIFIED" SERVICE TO ALL POINTS FROM TERMINALS IN . . .

ALLIANCE, OHIO

BALTIMORE, MARYLAND

CHICAGO, ILLINOIS

CINCINNATI, OHIO

CLARKSBURG, WEST VIRGINIA

CLEVELAND, OHIO

COLUMBUS, OHIO

JERSEY CITY, NEW JERSEY

KANSAS CITY, MISSOURI

PHILADELPHIA, PENNSYLVANIA

PITTSBURGH, PENNSYLVANIA

TOLEDO, OHIO

TRENTON, NEW JERSEY

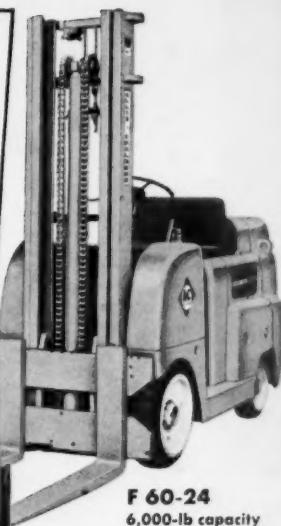
UNIONTOWN, PENNSYLVANIA

WALLINGFORD, CONNECTICUT

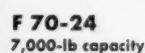
WHEELING, WEST VIRGINIA

ZANEVILLE, OHIO

NEW
NEW
NEW
NEW
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NEW



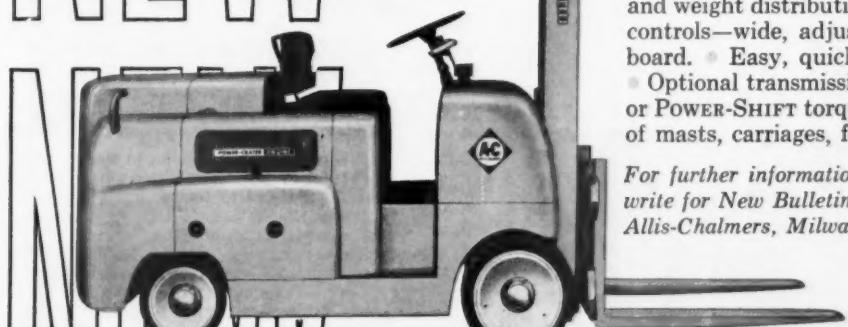
F 60-24
6,000-lb capacity



F 70-24
7,000-lb capacity



F 80-24
8,000-lb capacity



F 100-24
10,000-lb capacity

Special-Purpose trucks with
high underclearance, FS 60
— 6,000-lb, FS 70 — 7,000-lb,
FS 80 — 8,000-lb capacity.

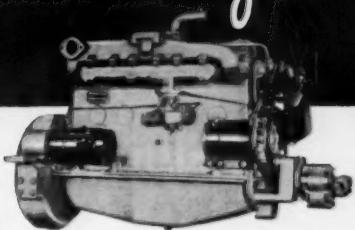
NEW Allis-Chalmers Lift Trucks Give You

*more
for your money!*

POWER-CRATER
engine
6 cylinders

NEW POWER

Allis-Chalmers' OWN — POWER-CRATER engine is engineered specifically for Allis-Chalmers lift trucks. Has unique crater-shaped combustion chamber that sets up violent swirling turbulence for thorough mixture of air and fuel, resulting in responsive power and maximum fuel economy.



NEW MASTS AND FORKS

Sturdy steel channels move easily over bearing-mounted load rollers. • New piston-type cylinder with patented, self-adjusting packing minimizes maintenance. • New forks have rounded ends and long taper for easy entry under loads. Forks are easily spaced with new spring-loaded latch.

Have Your Allis-Chalmers Dealer Show You the Many Advantages of "F" Series Lift Trucks

Unusual grade-climbing ability due to power, balance and weight distribution. • Familiar, automotive-type controls—wide, adjustable seat—unobstructed floor board. • Easy, quick, maintenance accessibility. • Optional transmissions—constant-mesh, two-speed or POWER-SHIFT torque converter drive. • Versatility of masts, carriages, forks and attachments.

For further information,
write for New Bulletin BU-680.
Allis-Chalmers, Milwaukee 1, Wisconsin.

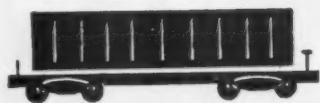


BH-177

POWER-CRATER is an Allis-Chalmers trademark.

ALLIS-CHALMERS

Compare and You'll Choose Allis-Chalmers



FREIGHT TRANSPORTATION

A Summary of Carloadings

TRAILER-ON-FLAT-CAR-TRAFFIC

AVERAGE WEEKLY FREIGHT CARLOADINGS
(weekly average in thousands 1/)

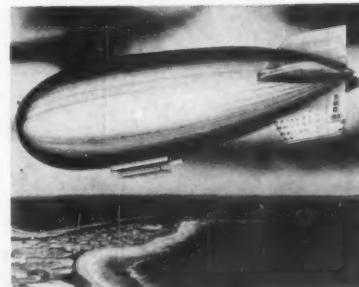
Month and Year	Misc. C. L.	Coal, coke, & ore	Grain & live-stock	Prod. of forests	L.C.L.	Total
June 1960	308	192	55	39	35	629
July 1960	280	153	73	36	32	574
Aug. 1960	289	170	62	40	35	596
Sept. 1960	293	158	59	38	34	582
Oct. 1960	326	162	77	38	36	639
Nov. 1960	289	125	70	34	32	551
Dec. 1960	253	112	48	30	27	470
Jan. 1961	253	112	57	32	27	481
Feb. 1961	256	111	58	34	30	489
Mar. 1961	279	101	55	35	31	501
Apr. 1961	294	113	53	37	30	527
May 1961	302	138	55	37	29	561
Percent of increase:						
June 60/59	d 12.0	d 7.4	d 14.7	d 4.7	d 15.0	d 10.6
July 60/59	d 4.8	d 27.5	d 17.5	d 9.1	d 16.2	d 3.6
Aug. 60/59	d 0.6	d 52.7	d 10.3	d 5.2	d 15.5	d 10.0
Sept. 60/59	d 1.9	d 38.8	d 0.4	d 6.9	d 17.8	d 5.1
Oct. 60/59	d 5.8	d 31.8	d 11.3	d 3.8	d 16.3	d 9.6
Nov. 60/59	d 3.8	d 21.1	d 10.2	d 14.3	d 16.5	d 8.4
Dec. 60/59	d 14.0	d 23.7	d 11.2	d 16.8	d 19.3	d 15.1
Jan. 61/60	d 20.5	d 25.2	d 5.1	d 18.1	d 26.0	d 19.5
Feb. 61/60	d 17.1	d 19.5	d 17.0	d 12.8	d 21.1	d 14.7
Mar. 61/60	d 10.9	d 27.7	d 1.2	d 11.7	d 18.1	d 14.3
Apr. 61/60	d 10.1	d 32.2	d 4.1	d 9.4	d 20.6	d 15.5
May 61/60	d 7.6	d 26.9	d 11.9	d 5.7	d 20.1	d 12.4

1/ For last 4 weeks in each month. Based on A.A.R. figures.
d Decrease

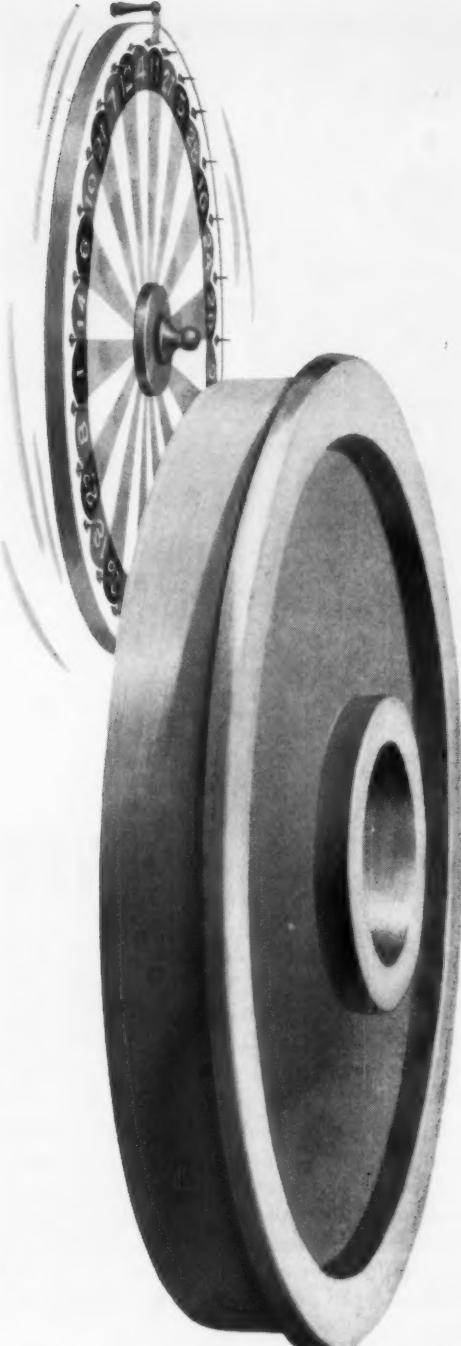
Week ending	Number of cars loaded 1/ 1961	Percent of increase '61/'60
May 6	11,755	10,807 8.8
May 13	12,065	11,297 6.8
May 20	12,121	10,927 10.9
May 27	11,831	11,560 2.3
4-week total	47,772	44,591 7.1

1/ Cars reported by A.A.R. as loaded with one or more revenue highway trailers, or highway containers, which were included in total carloads reported.

Mammoth Cargo Dirigible



Scheduled for completion in the spring of 1963 is this cargo carrying dirigible. This craft, to be built by the Claude C. Slatte Co., will be capable of carrying 250,000 lb of cargo. Specific cargos will be bulky objects such as airplanes, missiles, small bridges, radar stations, and pipelines. The only difference between this ship and those of past years is that this one will be jet-propelled. A giant centrifugal blower will draw the craft through its own slipstream. Later models from this company will be powered by 6,000 hp reactors from Atomics International.



TAKE THE CHANCE OUT OF YOUR SHIPPING

*...and lower over-all
distribution costs, too!*

Your experience as consignee or shipper tells you that nothing beats modern rail transportation for *day-in-day-out dependability*.

"But what about comparative costs?" you say.

To which we reply with another question: "Have you made a recent check of Seaboard's rates for your particular shipments, the specialized equipment and flexible services we offer?"

It may well be that we can reduce the transportation part of your over-all distribution costs — while providing you with dependable, interested Seaboard service every step of the way.

Let's talk it over — soon.
Call your nearest Seaboard representative.



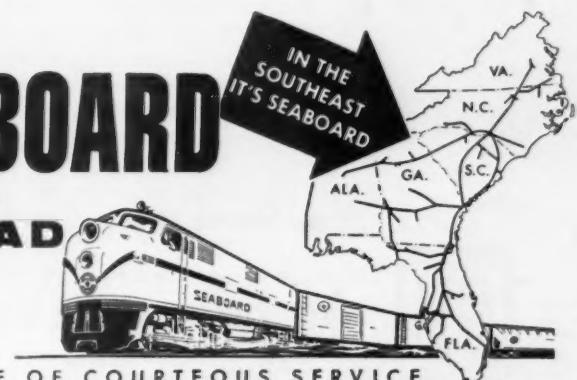
*Take advantage of
Seaboard's rapidly expanding
Piggyback facilities.*

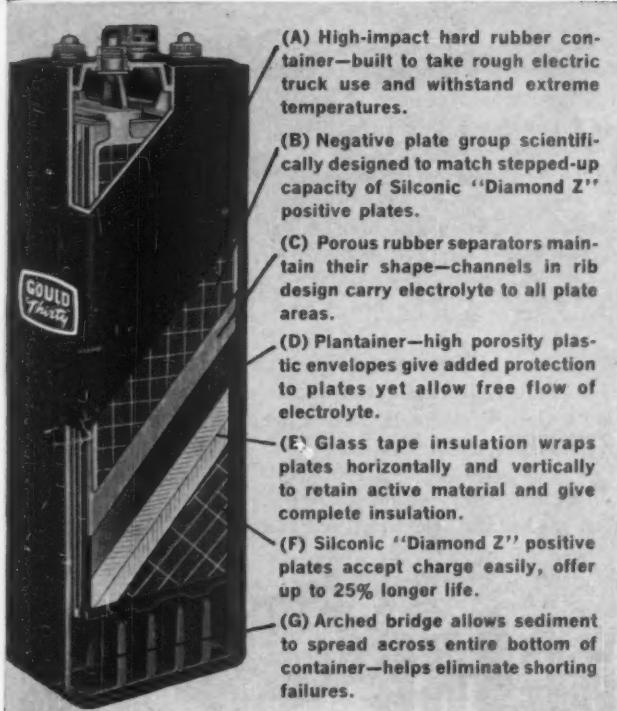
SEABOARD

AIR LINE
RAILROAD

THE ROUTE OF COURTEOUS SERVICE

DISTRIBUTION AGE, SEPTEMBER 1961





FROM GOULD® POSITIVE POWER

Extra strength for tough jobs is yours with the positive power of Gould electric truck batteries. They're precision engineered to meet the most exacting requirements—provide sure, steady power in the hottest plant, or in the coldest yard.

A complete line is stocked nationwide for fast delivery, and Gould field engineers are located in all parts of the country to assist you in battery application and maintenance procedures. For more information, write or call your local Gould representative. Sales offices and agents in continental United States and overseas.



*A complete line of charging equipment available.
Ask for free catalog.*

More Power to you from GOULD



INDUSTRIAL BATTERY DIVISION

GOULD-NATIONAL BATTERIES, INC.

St. Paul 1, Minnesota



DIAGNOSIS: SEVERE TELEPHOBIA

CURE: AMERICAN AIRLINES AIRfreighters & JETS

Your multi-air carrier shipping problems to more than 3,000 markets can be solved by *one call* to America's leading cargo airline. This single contact puts the nation's largest fleet of DC-7 commercial all-cargo planes at your disposal—fully pressurized, 15-ton capacity.

These AIRfreighters—plus a fleet of 707 Astrojets* with more consistent jetfreight capacity than ever before—are American's answer to your air shipping needs. Now, whether your shipments are big in size, weight or both, American has the handling capacity with more than 800 daily flights. You can give same day or next morning delivery to 3,042 markets served by American

through 50 major cities. And you deal with just *one carrier*. One call does it all.

Complete service like this day-after-day is why more shippers move more freight on American than on any other airline in America. *Ship with the professionals—call American AIRfreight.*

*Service mark of American Airlines, Inc.

AMERICAN AIRLINES
America's Leading Cargo Airline

CONVERT YOUR PALLETS TO PORTABLE RACKS THIS EASY WAY...



Pat. No. 2,828,932; Pat. No. 2,828,933 & Pats. Pending

With **TIER-RACK** Frames . . . No Nuts, Bolts or Fixtures!

Almost as fast as you can say "warehouse portability," two interchangeable tubular steel frames snap onto your regular warehouse pallet, creating a lightweight, portable rack that supports thousands of pounds.

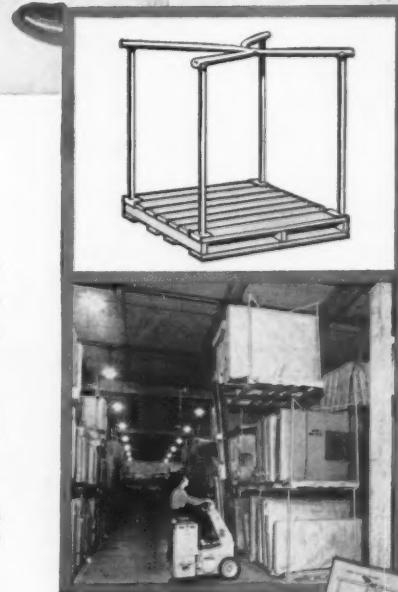
Two curved pins lock the frames rigidly at the top. In seconds, you have a portable rack . . . without special parts or attachments of any kind.

These portable Tier-Racks enable you to operate with fewer aisles, use all your "air space," and alter your layout as fast as warehouse conditions change.

See how you can gain more storage space in your present warehouse . . . plus portability, too.



TIER-RACK CORPORATION
122 N. 7th St. • St. Louis 1, Mo.



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No. DA 9-61





United Van Lines'
"PROTECTIVE PADDING"
GIVES
FRAGILE SHIPMENTS
THE SAFETY
OF CRATING...
WITHOUT
THE COST



Does expensive crating of exhibits, electronic devices and other delicate equipment account for a big chunk of your shipping cost? Then take a few minutes to talk with your local United Agent about **SAFE-GUARD**... the moving service that combines *economy* with safety. Let him show you how cushion-soft padding, special handling techniques and custom-designed vans eliminate the need for crating on most shipments. See how much you'll save in man-hours and money compared with bulky crate-and-ship methods.

Get the full facts today from your nearby United Agent. Just look for the  under "MOVERS" in the Yellow Pages.



United Van Lines

MOVING WITH CARE EVERYWHERE®
INTERNATIONAL HEADQUARTERS • ST. LOUIS 17, MISSOURI



Containerization competes

HOW CAN a small American machinery manufacturer remain competitive in the world market in the face of a flood of low cost products from larger British and West German rivals?

By alert and timely thinking about shipping costs. Thomas L. Green and Co., Inc., biscuit plant equipment manufacturer of Indianapolis, annually exports between \$250,000 and \$500,000 worth of machinery. A recent shipment to Puerto Rico exemplifies the philosophy of competitive exporting.

Upon receipt of the order, representatives of Interstate System, motor common carrier, and Sea-Land Service, trailer operator, were called in to work out shipping details with the company. Included in the shipment for Caride Foods Co., St. Just, P. R., were an 80-ft baking chamber oven, a sugar topper, cooling and packing equipment, and conveyor for producing cookies and crackers.

In addition to the capital equipment, a large number of smaller items not produced by Green were required by Caride Foods. The most efficient method of meeting this situation was through the consolidation of all material and equipment. Aware of this, Caride Foods asked each supplier to make shipment to Green.

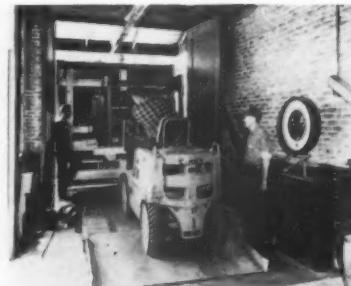
Effective routings could be set and all equipment would arrive as a package with less chance for loss.

Sea-Land trailers—they detach from the chassis to become the actual shipping container on board ship—created cost-saving advantages: large savings in labor and material for boxing; additional cost of shipping the weight of extra boxing was eliminated; hazards of damaging precision machinery in loading and unloading at seaports was eliminated. Also the consolidated order moved at a faster pace to the ship and the entire move was tightly scheduled.

Only 10 days elapsed from the time Interstate System spotted the three Sea-Land trailers at Green's Indianapolis plant until the equipment was unloaded at Caride's St. Just plant.

From the heart of the midwest, an American manufacturer meets and beats foreign competition by judicious attention to modern transportation methods.

Section of cooling and packing unit is loaded into a Sea-Land trailer



Quarantine in container

POLYSTYRENE granules made by Dow Chemical Co. are kept in 12 hour quarantine during laboratory analyses. Bulk containers are used to hold the granules during this in-plant layover.

Each container holds 2800 lb of granules. The bins are filled at the packaging line, near which empties are stored for quick filling. A packer from the production department controls the filling and their removal by lift truck to a quarantine area.

After lab tests, a lift-truck driver from the warehouse department moves the material into storage. From storage, the contents of the bins are discharged to tank trucks or rail cars via two air-actuated Tote Tilts—discharge mechanisms.

Warehouse operator places bulk container on tilt for discharge trip



1,100 MORE ADVANCED DESIGN FREIGHT CARS

now being built by Union Pacific

500

extra-wide-door box cars,

*



40 feet long, are being built by Union Pacific for our customers. These 50-ton cars feature "plug doors" opening up to 12 feet wide, both sides of the car. Permanent anchoring bands are installed in these cars to lock in the loads—even across the doorways.

400

fifty-foot box cars

*



are also being added to the fleet. 200 of these 50-ton cars will have the "plug door" feature—opening to a full 15 feet both sides of the car. The other 200 50-ton cars will be regular double-door type. Permanently-installed lading bands will anchor loads in these cars.

200

insulated box cars,



50 feet long and 70-ton capacity, are also being built. These new type cars are fully insulated—top, bottom, sides—and have self-contained dunnage equipment. Thick hardwood floors and plug-type doors are added features.

1,100

NEW advanced-type freight cars are being added to the Union Pacific fleet in the next few months!

Here again is proof that when you ship by Union Pacific, you are sharing the best in advanced railroading, a premium quality shipping service in or through the West.



* The "plug doors" fix into place when closed, to make the walls and doors flush. Goods may be arranged as in single door cars, yet with the speed and ease which wide opening allows, especially for mechanized loading and unloading.

EXIDE POWER PACKAGE

Exide Industrial Marketing Division, The Electric Storage Battery Company, Philadelphia 20, Pa. 



85 AMP-HR—ONLY 22 $\frac{5}{8}$ in. HIGH!

Here's the new high in battery capacity for electric industrial trucks—the Exide-Ironclad TSC Battery. It is available right now and it will fit in the battery compartments of your present trucks without modification. It conforms to the design thinking for future trucks as expressed by truck manufacturers.

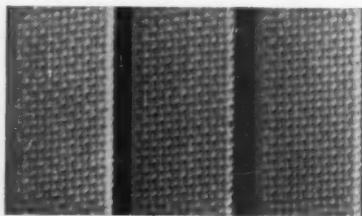
This battery offers a capacity of 85 amp-hr per positive plate—increased from the previous highest available capacity of 80 amp-hr in the Exide-Ironclad TGS—and still with over-all height of 22 $\frac{5}{8}$ in. The

length and width dimensions of the battery are also unchanged. Therefore the new battery occupies the same space as present batteries.

A unique feature of the Exide-Ironclad Battery is the tubular construction of the positive plates. With the square-shaped tube, introduced over a year ago in the TGS Battery, Exide made it possible to get higher capacity from each positive plate through greater area in contact with the electrolyte.

Now, in the TSC Battery, Exide introduces woven mesh tubing, still square shaped, but with higher porosity for easier access of electrolyte. This new tubing is able to hold more active material, which, in addition to the higher porosity, results in higher capacity than ever before. The tubing is of a special nonoxidizing material of proven long life in extensive laboratory tests and field applications.

This increase in battery capacity has been achieved without increasing the height of the battery. Thus you can step up the work capacity of your present trucks without the extra expense of modifying the battery compartments. The Exide-Ironclad TSC is still only 22 $\frac{5}{8}$ in. high. Likewise its specific gravity is still only 1.275.



New tubing boosts battery capacity

Side view of tubing magnified twice size shows the fine mesh with thousands of pores for easy flow of electrolyte. Holds active material firmly against loss.

Hence battery life potential remains high.

With the introduction of the Exide-Ironclad TSC, Exide now makes it possible for you to match your particular battery power requirements more closely than ever. If you are ready to buy a new truck or new battery now, talk with your Exide representative about how you can get the maximum power for your dollar.

Only Exide offers so broad a range of battery types: Exide-Ironclad, Exide-Powerclad premium flat plate, and Exide Nickel-iron alkaline (invented by Thomas A. Edison). Exide chargers are available in both motor-generator and silicon rectifier types, in sizes to cover all needs. Exide service men are coast to coast, all factory trained in both batteries and chargers.

Make sure you get maximum economy in your battery power. Write Exide Industrial Marketing Division, The Electric Storage Battery Company, Philadelphia 20, Pa.

Exide®

ONE REASON for the rapid growth of air freight is increasing acceptance by business management of the "total cost of physical distribution" concept.

A broader, overall look at distribution costs shows managements of many companies that air shipment can reduce distribution costs in spite of higher transportation rates. Savings come largely through reduction of inventory and warehousing expenses.

However, other firms have not yet studied the impact that faster deliveries can have on their total operation.

A Harvard Business School study entitled "The Role of Air Freight in Physical Distribution" discovered that top executives of many companies still look at their traffic functions as narrow and routine. Business management has not arrived, the Harvard researchers concluded, at a realization that transportation crosses all lines of their business, that it is more than just a function of the traffic department, but concerns top management directly.

The Harvard study went on to say that "the field of physical distribution, generally speaking, has been neglected by business management but offers many rewards for those who will re-examine it."

Closer Examination

The need for a closer examination of distribution costs has been brought about by a transportation revolution. Prior to this development—the advent of air freight—transportation had failed to keep pace with dynamic changes in industry since World War II. The most important of these involve automation, mechanization, and use of electronic data processing computers—resulting in drastic reduction in production costs.

There have been many improve-

Air freight can spell profit

A closer look at your distribution costs may show that now air freight is the perfect low-cost addition for your transportation team

By R. L. Mangold

*Director/Cargo Sales Planning,
United Air Lines*

ments in surface transportation since World War II, but little change in total transit time. Thus, transportation did not keep up with industry which had so greatly speeded up and expanded its production techniques—that is until the airplane became a freight vehicle. The plane brought an appreciable saving in delivery time resulting in the need to evaluate this time factor and its more direct effect upon other company expenses—principally inventory and warehousing costs.

Our studies indicate that many managements can benefit from an analysis of their physical distribution policies now that a change in method of transportation might bring overall profit. Decisions about whether to use, when to use, and for what commodities to use air freight cannot be made intelligently without a review of a company's physical distribution requirements.

This evaluation is necessary be-

cause air freight rates are higher than surface rates. A switch to air freight must be economically justified. This requires proving that this added cost could be more than offset by savings in other areas.

Not Simple

Making an analysis of distribution costs is not simple. It is complicated by several factors. First, in attempting such an analysis, no two shippers will agree on the importance of the various cost factors. Secondly, different products assume different values under each phase of distribution. Thirdly, it is virtually impossible to break down these costs for a typical product because no product is typical. For example: a finished product for one company may be a raw material or component for another. Also, no two companies will attach the same dollar figure to value of time saved.

We have a serious lack of reliable data on inventory and warehousing costs. Few companies maintain this data.

It now becomes important for each individual firm, through a

(Please Turn Page)

Air freight . . .

(Continued from Preceding Page)

management-directed study to analyze its total distribution costs and determine if a saving could result from adoption of an air distribution system. In making this study, full cooperation is needed from your traffic, purchasing, production, sales, and finance departments.

In this evaluation of total cost of physical distribution, three cost areas must be discussed and three types of statistical and accounting data are needed.

The first is traffic information which includes total volume, average weight of shipments, regularity of movement, ultimate destination, means of transport, total lead time required, packaging requirements and, of course, rates.

In making a comparison it is necessary to furnish the same data for both air and surface transportation.

A second type of information might be called "intangible factors"—which include the creation of good will and effect on customer relations of a change which would result in speedier delivery and quicker service.

The third, and probably most important kind of data—also the most difficult to produce—deals with inventory and warehouse policy and costs. It is in this area that airlines are presently making their strongest sales arguments.

Savings in inventory and warehouse expenses made possible for some firms by substitution of an

air freight distribution program are perhaps the least understood advantages offered by air freight. But the greatest area of saving offered by air freight lies in reduction of total distribution costs.

Cost of Capital

Businessmen are recognizing that air delivery has made "cost of capital" an important factor in today's distribution. Goods in transit or those remaining idle in branch warehouses are not earning profits. They must be sold before profits are realized, therefore, the dollars represented by products in the distribution systems using surface shipping and warehousing are dormant dollars. Air freight today can free many of these dollars and reduce the necessity to borrow or tie-up funds. Before air freight, time differentials were insignificant. Air transportation, like air travel, makes time valuable.

Also, products tied up on wholesalers' or retailers' shelves are not making money. Many slow-turn items are stocked in case a customer might ask for one sometime. Properly used, air delivery can minimize shelf-costs and drastically reduce obsolescence at the wholesale and retail levels.

When air freight is substituted in a distribution system, customer's orders will be delivered regularly in a day or two between any two points and overnight between major cities of the U. S. Few branch warehouses, wholesalers, or even retail stores deliver any faster.

Expensive branch warehouse operations and costly duplicated inventory investments are therefore being scrutinized by progressive managements today.

Admittedly, these concepts do not apply to all companies. They apply best to manufacturers, wholesalers and retailers who operate warehouses located at some distance from the home plant or sources of their products.

Such products include drugs, hardware, machinery and machine parts, electronic parts and equipment, wearing apparel, auto parts and accessories, just to name a few. As a general rule, we find

(Please Turn to Page 65)

1 Savings in Inventory Costs

Since air freight saved at least 3 days compared to remote points, it reduced the company's need for a large amount of warehouse and branch warehouse inventory because orders were not accumulated for volume rates but were shipped promptly for better customer service. Reduction of inventory was the result of a reduction of 60 days of inventory. Conservatively, this totaled 60 days of inventory saved.

Annual inventory carrying charges averaged 25% of product cost, broken down as shown:

Company inventory records showed that products eliminated from the warehousing system had an annual value of \$4,000,000.

Annual savings in inventory costs of \$900,500 was computed as follows:

\$4,000,000
25%
\$1,000,000

Days of Inventory Saved:	CASE STUDY	INSERT YOUR OWN FIGURES
1. Transportation Pipelines	\$ 3	
2. West Warehouses	\$ 2	
3. Branch Warehouses	\$ 60	
4. Total (1+2+3)	\$ 66	

Annual Inventory Carrying Charges	
5. Cost of Capital (return on investment)	20%
6. Obsolescence	2%
7. Insurance	1%
8. Taxes	2%
9. Total (5+6+7+8+9)	25%
10. Annual cost value of products eliminated from warehouses	\$ 4,000,000
11. ANNUAL SAVINGS IN INVENTORY COSTS (Add 10 to 9) (365 days)	\$ 900,500

2 Savings in Warehousing Costs

By consulting cost records, the company determined how much it could save by reducing space requirements of its several warehouse locations by diverting its higher valued, low-turn items to air freight. This was done in order to free up space in the company's more expensive owned warehouses. Labor and overhead costs at all remote cities were also reduced. The sum of these savings was \$212,000 as shown.

3 Annual Gross Savings

This sum of inventory savings and warehousing savings resulted in annual gross savings of over \$400,000 by changing to air freight, as shown.

4 Added Transportation Costs

The company's Traffic Manager determined the added cost of air freight with the help of a United representative.

To the apparent air freight charges they added pickup and delivery costs as computed by the company. An all-risk insurance policy eliminated the need for excess valuation. Had packaging savings been realized from air delivery they would have been deducted from the above cost to arrive at the cost of air delivery.

Actual cost for surface delivery to same cities of the same annual volume of 3,000,000 lbs. was readily computable from company records.

5 Total Annual Net Savings

Total annual net savings resulting from the use of air freight was now easy to determine.

This savings of over \$100,000 annually, coupled with greatly improved customer service, led to management's decision to use air freight.

Here is a section of the air freight profit analyzer. It concerns savings in costs. There are 30 steps. One case study is shown to serve as one example

12. Rent (or cost of capital)	\$ 80,000
13. Taxes	\$ 100,000
14. Overhead (heat, light, etc.)	\$ 47,000
15. ANNUAL SAVINGS IN WAREHOUSING COSTS (12+13+14)	\$ 212,000

16. Annual Savings in Inventory Costs (line 11)	\$ 900,500
17. Annual Savings in Warehousing Costs (from line 15)	\$ 212,000
18. ANNUAL GROSS SAVINGS (16+17)	\$ 414,500

19. Annual weight of products shipped from warehouses	2,500,000 lbs.
20. Shipping Charges via Air Freight (airport to airport)	\$ 48,000
21. Pickup & Delivery Charges	\$ 22,400
22. Excess Valuation	—
23. Subtotal (20+21+22+23)	\$ 70,400
24. Air Freight	—
25. Total cost of air delivery on items eliminated from warehouses (23+24)	\$ 470,400
26. Actual cost of door-to-door delivery on same items	\$ 124,000
27. ANNUAL ADDED TRANSPORTATION COSTS (25-26)	\$ 246,400

28. Annual gross savings (from line 18)	\$ 414,500
29. ADDED ANNUAL TRANSPORTATION COSTS (line 27)	\$ 246,400
30. TOTAL ANNUAL NET SAVINGS FROM AIR FREIGHT (28-29)	\$ 168,100

The bill of lading: an open door

The bill of lading is the open door to your company's sound transport position

SAND						
			FROM DOEVILLE OCT. 1960			
Destination	City	Customer	Tonnage in M lbs	Number of Loads	Route	
Detroit	Mich.	ABC Co.	80.0 35.7	1. 1.	PRR Joe's Trucking- Harry's Express	
=						
Grand Rapids	Mich.	XYZ Co.	170.9	2.	L&A-IC-NYC	

TO MINIMIZE the importance of your shipping document, that all-important bill of lading, is a mistake. Don't relegate it to the status of a supporting document accompanying a freight damage claim.

The bill of lading is the open door to a company's sound transportation position and reveals a wealth of information that enables the company to effect transportation economies and efficient transportation operations. It is the answer to how, where, who, and how much. It generates ideas.

A Record

In order to comprehend the vastness and magnitude of a company's distribution of its products there must be a record that can show at a glance the many areas in which the products are warehoused or marketed. The record must also show by what means a product arrived at its destinations. The record is not complete unless it tells how much is being sent to these destinations and who the customers are. And how is this record brought into being? Solely from data contained in the bill of lading.

In transportation circles this record is known as a tonnage rec-

ord. From this record the company's traffic department can determine what destinations are receiving repetitive volume shipments. Then they can do what they were born to do, analyze the rate.

The prime function of a traffic department, the one single purpose for its existence, is to reduce or hold even the company's transportation costs. And the best way to do this is to review the costs of those shipments made to areas where the tonnage is high, the competition keen, and the profit margin small. Simple? Only if you know where it's all going.

The tonnage record has many uses. For instance, not all carriers' service is equal. They differ in transit time, willingness to please both shipper and customer, and method of handling the shipment. The tonnage record is a good policing tool to insure that the company's various shipping terminals are not giving loads to bad performers.

A Measure

Another use of the record is to measure the utility of rate and route lists the traffic department issues for the benefit of the sales department. Every marketer would

By G. D. Markham

*Esso Standard Division,
Humble Oil and Refining Co.*

like its traffic department to produce instant rates. So would the traffic department. Traffic does come close to this ideal, however, by issuing rate and route lists to those points where the traffic is heavy. Of course, the marketer, seeing the convenience of such a list, continually requests that additional points be added to the list. Result? A bulky, unwieldy list containing points rarely shipped to and presenting time consuming rate policing by the traffic rate man.

A tonnage record permits the traffic department to weed out those seldom shipped to points in the list by comparing tonnage with destination.

Still another use of the tonnage record is the quick calculation of the additional transportation costs due to proposed increase in rates. Many times marginal marketing territories can be preserved by the shipper's prompt protest to such proposals, pointing out to the carriers the loss of tonnage that could result if such increases were allowed.

What traffic department hasn't had solicitors pounding on its doors for more freight? We all agree solicitors are perfect gentlemen, but their cry is always the same: "We're not getting our share of your freight." Well, our friend the tonnage record will quiet that cry. A quick perusal

(Please Turn to Page 66)

Subcommittee hears pros and cons of transportation census

MOST SEGMENTS of the transportation industry were represented during the recent hearings to determine the need for a national census of transportation.

The hearings opened with remarks by the Honorable John Lesinski (D., Mich.), chairman of the Subcommittee on Census and Government Statistics, House Post Office and Civil Service Committee.

"If as the industry people tell us," Lesinski said, "the lack of adequate information about transportation makes it difficult to resolve the critical problems facing the industry today, then this subcommittee can render a great public service by getting this matter off dead center."

A trustee of the Federal Statistics Users' Conference and manager of economic analysis for the Pennsylvania Railroad, Frederick N. Sass told the subcommittee that there are many reasons for the unhealthy financial condition of the transportation industry. "I am firmly of the opinion," he said, "that very fundamental to the whole situation is a lack of knowledge, a lack of facts, concerning the industry, its segments, and their interrelationships with our total economy. This lack . . . permeates the industry, the regulatory bodies, and even the legislatures, national and state, and prevents effective action and policy at all levels."

Sass told the subcommittee that in spite of voluminous data for some of its parts, transportation has less consistent, comparable, useful, and activity-wide information provided about it by the statistics reporting agencies than

any other sector of the economy of equal size.

"For example," Sass continued, "the railroad industry is now unable, without expensive special surveys, to carry out easily the simple marketing studies that have become so common to industry. . . . On the one hand, because of the lack of a standard commodity code, it is unable to utilize adequately the wealth of production statistics made available by government agencies. On the other hand, it has no way of knowing what all competing modes carry in competition with it."

"Yet the railroad industry supplies detailed commodity information that its competitors are free to use," Sass advanced an answer. He said that a census of transportation can supply a common framework, "one in which all the separate pieces can be seen in relative focus. As now proposed the census will give us a bare skeleton, a beginning, a foundation. We will have to fill in the detail and strengthen the frame by supplementary studies and other programs of regularly reported data."

Sass told the subcommittee that periodic gatherings of data are insufficient. There is a need for current information both of the market and for broader economic analysis, he said, just as there is need for regularly recurrent information reported at intervals: a week, a month, a quarter of a year. They provide continuity and permit trend analyses, he said.

H. O. Mathews, chairman of the Legislative Committee of the National Industrial Traffic League and vice president of transportation and distribution of Armour and Co., addressed the subcom-

mittee in opposition to the census of transportation.

"At a time when demands for national defense, foreign aid, and domestic programs are requiring the raising of the national debt limit," he said, "there is every need for unity in government operations. The transportation census has the appearance of a make-work project and is wholly lacking in any underlying need or desirability justifying the additional expenditure."

"The National Industrial Traffic League," in whose behalf Mathews addressed his remarks to the committee, "is accordingly opposed to the proposed projects and recommends that no funds be appropriated."

Mathews also appeared for The Private Truck Council of America, Inc. The group opposes the census. "The truck operations by nontransportation businesses, with which we are concerned, are an integral part of those businesses and are covered as such by the Census of Manufactures and the Census of Business for their own industries, through which needed information should be obtained, and are not a part of the transportation industry and have no place in a census of transportation. Inclusion in a census of transportation would mean needless duplication and burden of expense and disruption to industry and to all taxpayers."

There is a compelling necessity for a census of transportation. It merits the full support of every sector of our economy. Congress should provide the funds and let the Census Bureau get on with the job. These are some of the thoughts expressed by Frank L. Barton. He is deputy under sec-

retary for transportation, Department of Commerce.

He explained that there is a pressing need to obtain data on the use of for-hire, private, and exempt carriers in all modes of transportation. Also on the distribution of products from the manufacturing plants. "It should show," Barton suggested, "both geographically and by commodity the weights, sizes, volumes, distances, and types of carriers moving the traffic. There is also an urgent need to collect facts or rates and shipper costs, but apparently these will first require further work to find feasible methods."

little is known about the characteristics and scope of private and exempt transportation. "The lack of such data," he said, "has the effect of limiting the Commission's efforts to deal effectively with unauthorized or 'grey area' operations."

The Civil Aeronautics Board "is actively interested in the broad body of facts which the national census of transportation would provide." Its representative at the hearings was Warner H. Hord, chief, Office of Carrier Accounts and Statistics.

Hord said that air carriers and aircraft manufacturers are just now embarking on programs for

director, Department of Research and Transport Economics, American Trucking Associations, Inc.

Flott said that much information covering transport collected by the federal and state governments is not being used. Much of the data required for ICC reports "sits and gathers dust" until some interested party undertakes the task of summarizing and analyzing it.

But Flott said the chief area of concern was with the proposed shipper surveys. "Many of our carriers are small and fear that information of the type proposed to be collected by the Census Bureau through the shippers sur-

The first words uttered were: My name is—then witness after witness appeared before the special subcommittee during its two days of hearings on the transport census. Here's the meat

**By Peter Noone
Associate Editor**

Barton told the subcommittee that in his opinion there is no justifiable reason for further delay in the program.

Rupert L. Murphy is the vice chairman of the Interstate Commerce Commission. He told the subcommittee that "we understand that it is not intended, and that the sponsors of this proposal do not claim, that such a census would meet all the various needs for transportation data. . . . The transportation census would seek to fulfill some of the more glaring needs for data. . . . It is important that a considerable degree of comparability be achieved at between the census data and data regularly available from the Commission and other existing sources.

"This, of course, can be accomplished through the establishment of close working relationships among the agencies concerned. . . . The Commission stands ready and willing to participate in such an effort. . . . We are of the view that the census would supplement, rather than conflict with, the Commission's current evaluation of its reporting requirements."

Murphy pointed out that too

the development and introduction of highly specialized all-cargo aircraft. "Hence, the extraordinary importance of improved facts for analyzing and forecasting the probable demand for air cargo services in different markets. Only by careful study of the total transport market is it possible to develop forecasts of the demand for any one. . . ."

From the testimony of Robert A. Peattie, Jr., director of marketing research and development, American Airlines, and chairman of the marketing research committee of the Air Transport Association of America, the subcommittee learned that the census approach should be expanded to cover the entire freight area.

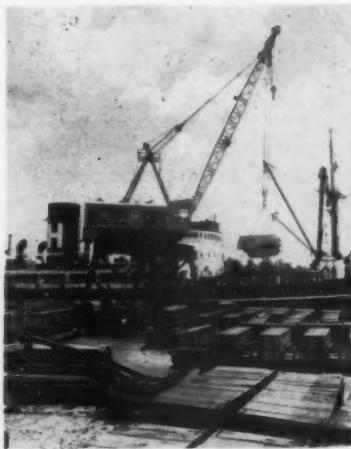
"We feel," Peattie said, "that information about government traffic volume is necessary to round out the total transportation picture." The inventory of private trucks and buses should be expanded to include private aircraft, he said.

The trucking industry has some strong reservations concerning the proposed census. Allan C. Flott elaborated on them. He is assistant

veys could be used by the railroads as a basis for selective rate cutting. As a matter of fact, some of our people are disturbed . . . that the Census Bureau has been making such surveys for the railroads on a reimbursable basis and believe that this practice should be prohibited in the future."

Flott urged that any planning for specific details of the proposed census be screened by representatives of several transport media.

An economist for the Association of American Railroads, Burton N. Behling, said that the railroads are overexposed statistically in comparison with other and newer modes of transportation particularly by highway and waterway. The development of balanced and comprehensive statistical information covering all modes of intercity transportation is overdue. At the present time neither government nor industry has the necessary information to make sound decisions concerning future transportation policy and planning, owing to the lack of specific information on important and growing segments of domestic transportation. •



A 35-ton gantry crane is shown unloading tractors at the docks



Cargo ship City of Birkenhead is shown here being loaded with a cargo of naval supplies that will be exported to foreign shores. Note crane level

SAVANNAH... deepwater doorway to the South

This southern port is on the move, benefiting from new industries in the area and the increasing coordination of its transportation facilities

NO MERCANDISE nowadays is salable unless it can be moved swiftly and safely. Georgia, long established as the southeast hub of transportation, delivers quick movement and favorable rates" — Governor Ernest Vandiver speaking at a recent luncheon sponsored by the Georgia Ports Authority.

What governor isn't proud of his state? But Georgia has Savannah and Savannah is the nautical breadbasket.

Its average rainfall per year of

47.73 in. is of little importance. However, the 76 steamship lines providing shipping service to all parts of the world, the three new ship berths at the Garden City Terminal nearing completion, and Savannah's handling of approximately four million tons of foreign and domestic commerce last year are important.

It's all an indication of a port on the move, a port benefiting from new industry and coordinated transportation.

There are 51 piers and wharves

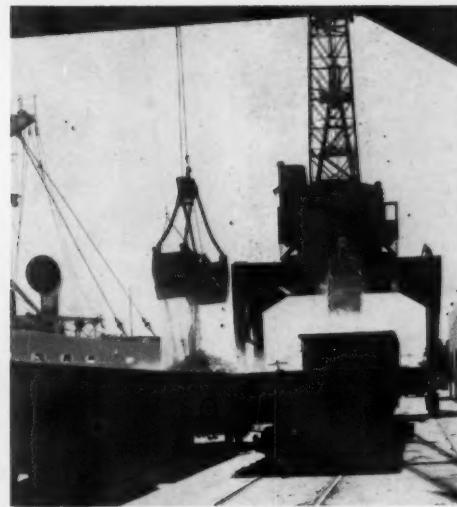
with water depths ranging up to 32 ft at mean low water at Savannah. Principal terminals for handling general cargo to and from ships are Stevens Shipping Co., Atlantic Coast Line Railroad Co., Central Georgia Railway Co., Savannah State Docks and Warehouses — Garden City Terminal, and Seaboard Air Line Railroad Co.

One of the old established Atlantic seaports and now the leading South Atlantic seaport, Savannah can thank its geography, resources, and transportation facilities for its growth. They are the features which have attracted new industry. New industry like American Cyanamid Co. which, beginning in 1953, brought over 100,000 tons of additional waterborne cargo through the port.

Johns-Manville Corp. placed its first southeastern plant in Sa-



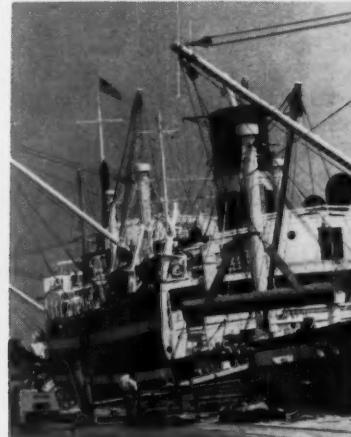
Tractors with upper portions protected by wooden crates are seen being lifted on board ship for export. Tracks need no protection



Sulphur being unloaded from ship to rail car at dockside. Many commodities are handled at docks



A \$4,000,000 renovation program will add more berths to the dock



Jute bag cloth being unloaded by a crane at Savannah State Docks

vannah in 1955 because, explained its president, "the area's rail, truck, and water facilities enable the company to serve its customers better and meet the needs of an expanding economy in the southeast."

Since World War II, expenditures at Savannah have reached \$15,780,000—73 per cent of which was spent for general cargo facilities. The Georgia Ports Authority is spending a total of \$5,000,000 in expansion at the Garden City and Ocean Terminals. It is a healthy jump.

Savannah, as a member of the South Atlantic ports, shares in a total post war expenditure of \$60,828. Her average annual rate of expenditure over the 1958 to 1960 period was \$9302.

Rail Service

Five railroads serve Savannah: Atlantic Coast Line Railroad Co., Central of Georgia Railroad Co., Seaboard Air Line Railroad Co., Savannah and Atlanta Railroad Co., and Southern Railroad Co. The city reaps the benefits of 50 motor carriers.

The port is appreciably nearer Far Eastern and South American ports than all North Atlantic ports and is closer to East Coast ports of South America than are the gulf ports. Savannah's harbor

is 31.05 miles long from the ocean bar.

Turning Basins

In the vicinity of the Atlantic Coast Line terminals the channel is widened to 550 ft. This assists vessels in turning. And there are four turning basins. They are located at the American Oil Refinery, the Savannah State Docks and Warehouses — Garden City Terminal, near the Atlantic Creosoting Co. wharf, and the Continental Can Co. wharf.

The river is crossed by two bridges in the main harbor. The Seaboard Air Line Railroad

Bridge, a vertical lift bridge 200-ft wide between fenders and with 135-ft vertical clearance at mean high water; and the Eugene Talmadge Memorial Bridge, vertical clearance 135-ft mean high water, and 6060-ft width between piers.

The Houlihan Bridge (U. S. 17) is located a short distance beyond the upper limits of the harbor. It is a swing bridge with horizontal clearance of 90 ft and vertical clearance of 6.5 ft mhw when closed.

The Savannah waterfront is improved at intervals from a point east of the city to the vicinity of (Please Turn to Page 64)



Rush shipments to many spots on the map may find "via bus" best answer

The TM and package express via bus

BUS PACKAGE express is answering needs of shippers in a variety of businesses. This form of transportation follows the growth and expansion of turnpikes and freeways.

One bus company, Greyhound, covers 100,000 route miles, operates more than 5000 buses. It serves every major city in each of the 48 contiguous states, connecting them with more than 25,000 smaller towns and villages with frequent, scheduled service.

Passenger buses make same day

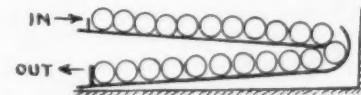
delivery or overnight service within a radius of 500 miles, seven days a week and holidays.

An indication of the increasing use of bus package express is contained in Greyhound's report of an increase of 22.02 per cent in package express revenues in 1959 over the previous year; of a 104.4 per cent increase since 1955.

Bus package express carries inventory items ranging from gears to penicillin, housewares to handbags, baseball bats to barbed wire. Greyhound will accept up to 100 lb per package. Maximum size is 24 x 24 x 45 in.

Frequency of bus schedules between major cities and from distribution centers to the surrounding marketing area has opened new sales opportunities in enabling prompt delivery of orders to dealers and service centers. Within the radius of several hundred miles, same day arrivals of shipments are almost a certainty. Next morning arrivals are assured to distances from 600 to 750 miles. For example, one bus operator, Greyhound, offers 29 express schedules daily between New York and Philadelphia via the turnpike, non-stop buses making the trip

Another plan for first in first out



Oldest package is removed first, a fresh stock is always maintained

You can keep your stock on a fresh come
first served basis with this scheme for
improving inventory control economically

HERE is a method followed by a clever operator who keeps his stock of supplies as "fresh" as practicable.

The sketch explains the idea so clearly that words are scarcely necessary. Arrange two inclined planes as indicated, so that when a cylindrical parcel or package (a

barrel, drum, or tube of oil for example) is removed from the bottom at the point marked "out" the remaining parcels will advance by one diameter leaving space at the top where the newest package is inserted—at the point marked "in."

In this way the "oldest" package is always removed and a fresh

stock maintained. Each package awaits its turn. There is no possibility that a package will remain indefinitely in stock without being used.

The longer the length of inclined planes, the better, where considerable storage is required, because the capacity of the device is di-

from the center of New York City to downtown Philadelphia in two hours. There are 20 schedules daily between Boston and New York, with non-stop buses making the run in five hours. Between Seattle and Portland, the shipper has a choice of 18 schedules and can expect his express packages to arrive in 4½ hours. Between Atlanta and Chattanooga there are 17 buses daily and between Jacksonville and Miami 21.

Packages are delivered to the bus station by the sender. Prepaid, collect, and c.o.d. shipments are available—with usual credit terms to recognized firms. Shipments are then placed in the water and dust proof baggage compartments beneath the passenger level on the next bus going to the destination city. On arrival, the Greyhound agent of that city telephones the consignee so the shipment can be picked up immediately, if desired. To nearby cities, shipments are received a few hours after delivery to the bus line if received before a schedule departs. •

rectly proportional to the length of the inclines.

Steepness of the inclined planes is not essential. If the packages do not roll automatically upon removal of the lowest package, give the top package a push. The same principle can be applied to packages of various shapes except that the packages may be caused to slide and not roll.

Or, if practicable, place the stock in cylindrical containers suitable in size, using the same containers over and over. Also, by making it a point always to keep this device full, the possibility of running out of stock becomes remote. •

Elevating gate eases profits up, costs down



Cost cutting equipment is from the Young Spring and Wire Corp.

HANDLING delicate electronic equipment is a ticklish job for most movers. Sensitive to even slight jars, a computer can easily be knocked out of kilter during loading. But, a San Francisco van firm has found a way to handle touchy equipment, and reduce costs.

Agents for King Van Lines in San Francisco, 3 Way Van Lines, Inc., is often called upon to load and ship special-handling equipment as part of a moving job for local business firms. To add to the regular problems involved in any such move, many contracts specify that fork-lift trucks cannot be used to load or unload the computers. And the right-height loading docks are not always convenient to the job.

First solution to the problem was for 3 Way to rent a specially equipped truck from another San Francisco firm and arrange tight scheduling for the loader to pick up whatever was to be moved, then meet the 3 Way van and load the piece inside. At the delivery point, the same complicated process had to be repeated. Cumbersome and

time-consuming, this method had other drawbacks. Because movement of industrial and business firms usually takes place after regular business hours, it was often difficult to schedule a special truck to fit the van schedule. Occasionally, it was impossible. And, depending on another firm is always a gamble.

In all, the management of 3 Way found the handling of these delicate machines to be expensive, troublesome, and lower in profit than most of their operations. But, special jobs continued to roll in at an average rate of about one a week. With the trade high but the profit low, company management decided to go into the special handling business with equipment to do the job properly.

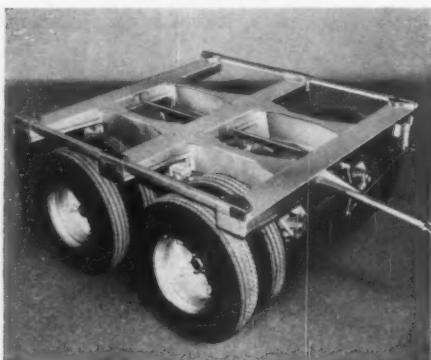
A specially-built truck was ordered to fill the needs. Based on a 2-ton GMC chassis, it is equipped with a van body built to 3 Way specifications. With full-height, 8-ft wide double loading doors on each side and full-width doors on the rear, the truck can take in almost anything that will fit inside the van body. To overcome the problem of lifting and lowering during loading and unloading, a 5000 lb capacity power gate, with a 90 x 54 in. platform, was installed on the rear of the body. Suspended from the rear of the truck frame, the power gate folds out of the way against the rear doors when not being used, but can be lowered to the ground for quick, easy loading of even the more awkward pieces of electronic equipment called for under contracts. Two 30 deg inclined ramps, 4 ft long, ease movement of equipment on or off the gate. •



The International Harvester Scout is shown in two of the body styles that it can have

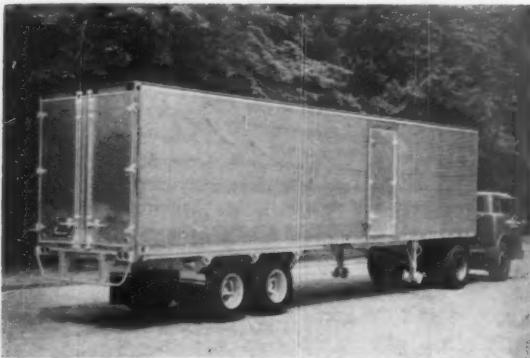


Lightness and ease of repair are just two of Diamond T's new fiberglas tilt cab features



This adjustable sliding tandem is being offered as an option by Highway Trailer Industries

This stainless steel Volume Van by Fruehauf is reported to have a very long life, and space saving construction



New truck and trailer trends

Research and ingenuity combined by truck and trailer makers to produce special equipment

TRUCK and trailer manufacturers have been alerted to an increasing need for specialized equipment to cope with today's shipping problems. To meet this need manufacturers have had to use new raw materials, new processes, and new engineering ideas. Here are a few of the products of their efforts.

A notable entry in the compact truck field is the Scout, by International Harvester. The keynote in the construction of this truck is flexibility. It features a 100-in. wheelbase, removable top, folding windshield, and removable doors and window glass. It is powered by a four cylinder, 90 hp Comanche engine and is available with two or four-wheel drive.

There are many body styles that can be made from one truck, each body style being used to haul a different load.

A well vented, safe trailer for livestock is this dual purpose American Body and Trailer Company Cow Palace



The new 90-hp engine is similar in design to the International V-304 and many of the parts are interchangeable between the two engines.

Full-Size Tractors

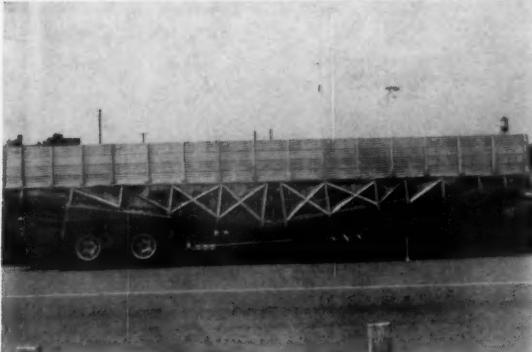
In the full-size highway tractor field, Diamond T Motor Truck Co. has a gas-powered, fiberglass bodied model. The fiberglass tilt-cab is stronger and lighter than steel cabs. It is easier to repair and provides insulation against noise and temperature extremities. The new overhead valve V-8 engine is constructed with wet sleeves which make rebuilding less frequent and also less expensive. When rebuilding is needed the sleeves are driven out and new ones are installed without boring the block or using expensive oversize parts. These trucks can be fitted with oversize front and rear axles which will enable them to carry more cargo. Transmissions and auxiliary power units are offered as options.

New from Highway Trailer Industries is an adjustable wide spread sliding tandem for that company's "66" series of truck-trailers. These sliding tandems can be fitted to any "66" trailer by the addition of two slide rails that are fitted to the trailer rubrails. The wide mounting position of these units takes the load from the trailer sidewalls and places it directly on the bogies.

Fore and aft adjustments are made in 6 in. increments from 56 in. rearmost to 134 in. foremost locations. Sliding motion is inhibited by four vertical lock pins at each corner in addition to retainer lugs. Locking mechanisms are fully enclosed and trailer and tandem can be disconnected very simply.

A highway trailer that is constructed of stainless steel is made by the Fruehauf Trailer Co. These Volume Vans are constructed to give maximum usable space without sacrificing strength and durability. Integral ribs and bows in the roof insure these qualities while sidewalls are corrugated and welded. Other improvements such as high-strength rear bumper and positive locking doors are incorporated into these trailers. Fruehauf officials have reported that no trailer of this type has ever worn out.

A new way of transporting liquids and solids simultaneously is found in trailer by Standard Steel Works, Inc.



A dual-purpose trailer is being marketed by Standard Steel Works, Inc., of North Kansas City, Mo. The 42-in. tandem axle trailer has an aluminum tank for liquids with a capacity of 7250 gal. The space for dry loads is created by using the top of the tank as a floor and adding sideboards for a capacity of 710 cu ft. With this arrangement, truckers can haul various combinations of liquids and commodities, either on a round-trip or one-way run. The maximum payload of combined facilities is 42,600 lb.

A dual-purpose trailer that is used for two hauling jobs entirely different than the above is made by American Body and Trailer, Inc., Oklahoma City, Okla. This model is designed to carry livestock one way and fresh produce on the return. It is equipped with removable partitions for use with livestock.

(Please Turn to Page 91)



Trailer made by U.S. Steel has four compressed gas tanks mounted on it. Tank setup comes complete with plumbing

Made by Aerobilt Div., Grumman Aircraft Co., Ultra Van is a trailer used for transportation of delicate instruments



The tank farm in physical distribution

The tank farm, or liquid storage facility, has become a permanent part of the physical distribution picture. Presented here is the pictorial story of one company in the field of liquid storage and distribution

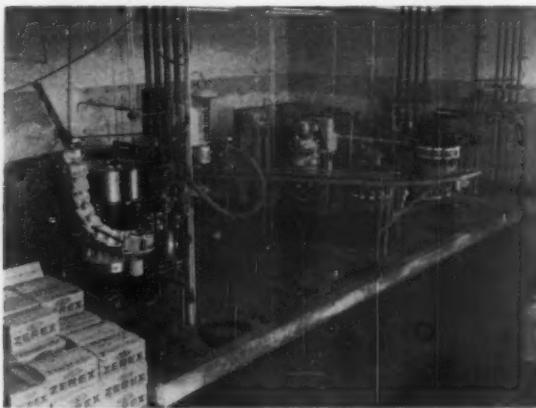


Special laboratories are maintained by McGuire staff chemists to conduct tests on customers' products for quality



Los Angeles terminal serves many of the largest tankers. Space has been allotted for additional tanks in future

Automatic packaging machines handle many liquid products. Storage of packaged products is also offered to clients



The strategic location of the three terminals enables a shipper to forward to any point in the west in 48 hours

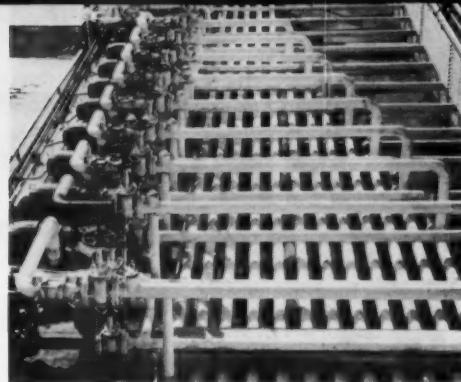


TANK FARMS and liquid storage facilities available on a for-hire basis are offered at many points throughout the U. S.

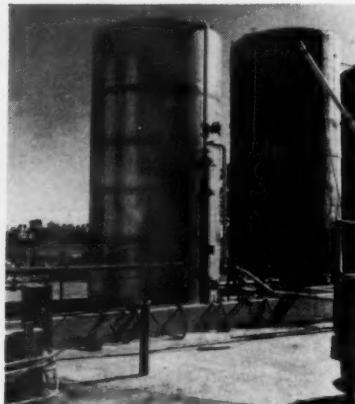
Their function in the distribution cycle, usually understated as "storage," frequently involves processing, blending, trans-shipment between various modes of transportation, and packaging.

These facilities occur wherever the lines of distribution break—in ports, along waterways, near the sources of our chemical resources, and near our top consumer markets.

Shown in picture form on these pages are the widely varied services of one company — McGuire Chemical Co. Its plants are located in Oakland, and Los Angeles, Calif., and Vancouver, Wash. •



Individual equipment is used for each product, a policy which insures safety and cleanliness



Much specialized equipment is used in handling each client's products

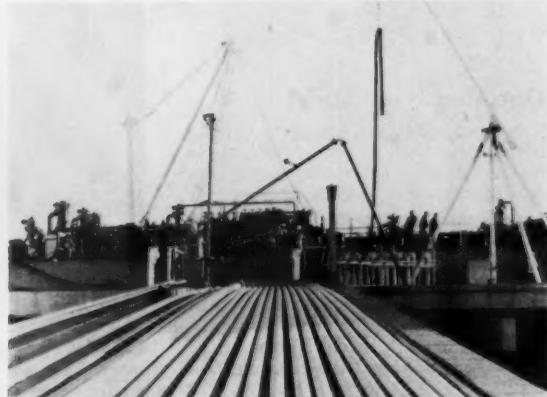
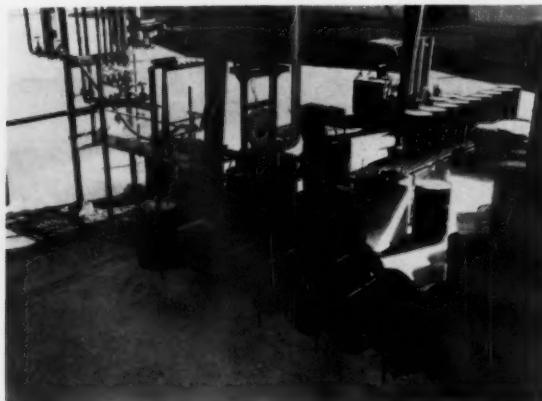
Storage tanks are color coded to aid in rapid handling



Special tank cars and tank truck equipment are used in bulk transfer and distribution

Each one of these installations has a complete drum filling setup and automatic packaging machinery at the site

Efficient transfer of products is insured through the use of lines from the docks to tanks. Lines average 300 ft



NEW PRODUCTS

THIS IS the key to DISTRIBUTION AGE's new rapid service for readers. For complete details on these products write to the

**EDITOR, DISTRIBUTION AGE,
56th and Chestnut Sts.,
Philadelphia 39, Pa.**

on your company letterhead.

BE SURE TO SHOW the . . .

**TITLE of the item
and the product NUMBER.**

Bag Closer

A machine that will quickly and efficiently close both paper and cloth bags is made by the **Dave Fischbein Co.** The bag closer can be portable or



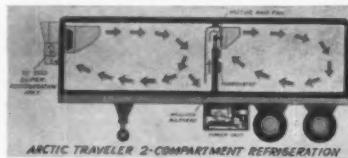
stationary, depending on the needs of the buyer. It may also be used with the company's taping attachment. For more facts on the bag closer, write to the editor. Ask for J18.

One-Man Hand Hoist

A hand hoist that enables a man to lift and maneuver up to 7060 lb is made by the **American Gage and Manufacturing Co.** This figure is an absolute maximum and the hoist is rated by the maker at 1½ ton capacity for safety reasons. Construction is of cadmium plated steel and manganese bronze. The entire unit weighs only 7½ lb. There are models to handle up to 3000 lb safely. Write to the editor for additional information. Ask for J8.

New Cooling Unit

Arctic Traveler Co. has announced a dual purpose unit to be used in conjunction with its Truckmaster and Super Trailmaster units. The new unit is designed for dual compartment use, drawing cool air from the forward cold compartment through a 16



in. fan to cool the rear compartment. A thermostat in the rear automatically shuts off the fan when desired temperature is reached. Through the use of two ducts from front to rear, the cool air from the front cannot seep into the rear. For details on this new kit, write to the editor. Ask for G17.

Warning Panels

The W. H. Brady Co. has a vinyl plastic panel of diagonal stripes that can be used to mark location of fire equipment, emergency oxygen, fork truck right of way, and danger zones. The plastic panel has alternate yellow and black stripes, conforming to



set standards. The panels require no paste or chemical adhesive. They will stick to any clean surface such as metal, wood, plastic, masonry, or painted walls. Panels come in 5½ x 17, 11 x 17, and 17 x 17 in. sizes. For more facts about these safety items, write to the editor. Ask for J14.

New Acid Carboy

A 15-gal capacity carboy that requires no overpack is being manufactured by Plastineers, Inc. The carboy is made of a polyethylene copolymer in two halves and is welded by a patented process. The ICC has approved it as a container for regulated chemicals and requires no over-



pack. The carboy is drum-shaped and weighs 17 lb. It can be fitted with a pump to dispense small and large amounts of chemicals without spillage. Carbon is added to the copolymer to provide color and guard against deterioration of contents by harmful light. For details, write to the editor. Ask for G13.

Fork Truck Axle

The new ELF and GLF series of Automatic Transportation fork trucks feature a unique drive axle. The axle is a combination of helical, bevel, and spur gears in a closed case. All of the gears are accessible without removing



the axle from the frame. The axle and drive units are run on Timken roller bearings and are bolted to the frame. Interior positioning of the kingpins in the wheels makes the wheel act as a shock absorber. Write to the editor for details, asking about J10.

and EQUIPMENT

Heavy-Duty Fenders

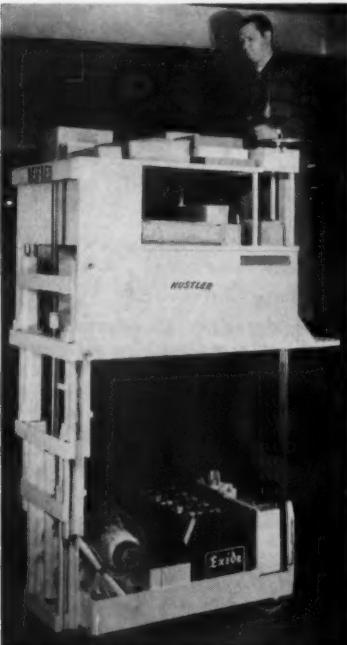
The Goodyear Rubber Co. has improved the loading dock fender to accommodate today's heavier trucks. The new bumper is ruggedly con-



structed of resilient rubber with mounts placed in a new position to minimize damage to trucks. For more facts on these new fenders, write to the editor. Ask for K32 when writing.

Bin Selector Truck

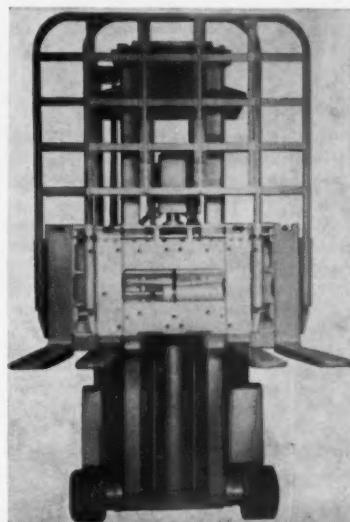
The Heifred Corp. has made a truck that will facilitate the filling of orders from parts bins. This truck, the Heifred Hustler, enables the rider to raise himself to the level of the bin,



fill the order, and move on to the next bin, from which he will pick an order. Top speed is 4.5 mph and lift height is variable. Write to the editor for complete information. Ask for J3.

Side Shift Truck

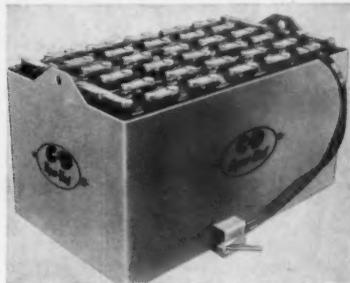
A modification of the 24-volt Sit-drive Model H truck has made exact loading easier and faster. The new model from Lewis-Shepard has a side shift of 4 in. right or left. This at-



tachment saves handling time and adds a great deal of maneuverability to the standard truck. For additional information, write to the editor asking for G8.

High Capacity Battery

The C&D Battery Co. announces a high capacity 85 ampere hour battery for electric industrial trucks. The additional power was obtained by raising



the cell height less than ten per cent. Although the plates were enlarged, this battery has the same exterior dimensions as former models. Write to the editor for more facts, asking about K28.

Easy Stacking Pails

Bennett Industries have refined the standard five gallon pail into an easy stacking, space saving unit. This was done by tapering the sides from top to



bottom. Three of these pails can be stacked in the same space required for only one standard pail. Write to the editor for more information, asking for K31.

Manifest Holder

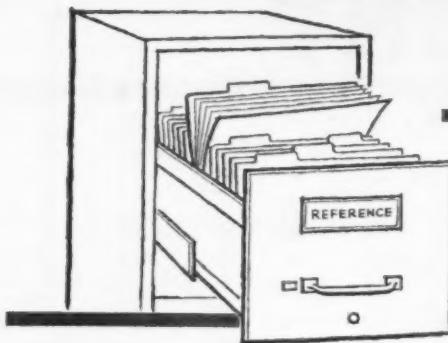
A durable, non-crushable Neoprene manifest holder compounded to remain flexible at temperatures as high as 150 deg F can be obtained from Flexi Corp. This holder will fit any



wood, aluminum or steel body. Overall dimensions are 12 1/4 in. high, 10 1/2 in. wide, and 1 1/2 in. thick at the top.

For more details write to the editor. Ask for E5.

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INQUIRIES MUST BE ON A COMPANY LETTERHEAD.

IDENTIFY each product by TITLE and KEY NUMBER.

Productivity Guide

The Yale Materials Handling Division of Yale and Towne Manufacturing Co. has prepared a "Management Guide to Productivity" in cooperation with Professor James R. Bright of Harvard University Graduate School of Business Administration. The guide contains explanations of seven basic cost ratios of materials handling and how these ratios can be used to save time and money in materials handling operations. Write to the editor for your copy. Ask about K2.

Marine Reactor Control

A book describing and illustrating General Electric's line of marine reactor controls for cargo handling has been released. This equipment is explained in text, pictures, and schematic diagrams, showing all of the safety and operation features. This AC equipment is completely gasketed for marine safety. Write to the editor for your copy of this book, L9.

Warehouse Roster

The American Warehousemen's Association has revised its listings of merchandise warehouses for 1961. The new membership roster lists member warehouses in the United States and five foreign countries. On the inside back cover are listed the 35 services performed by these warehouses along with explanations of the warehouseman's part in production. Write to the editor. Ask for K4.

Safety Chain Brochure

The Campbell Chain Co. has produced a brochure on its Sentry Slings. These are sling chains with a ring that expands when the chain is overloaded but is actually stronger than the chain itself. Information about the chains, warning rings and their uses in industry is given in the four-page brochure. Write to the editor for your copy. Ask for K25.

Anniversary Brochure

The Ward Trucking Corp. celebrated its 30th Anniversary recently. To commemorate this event a special brochure has been prepared by the company. The brochure depicts the steady growth of this company in gross earnings and services to customers. Write to the editor for a copy of this brochure, asking for K16.

Truck Selector Booklet

The Automatic Transportation Co. has prepared a booklet for prospective buyers of fork trucks. It lists all of the losses that are incurred by a company that uses the wrong truck for a particular job. Included are case history reports, photographs of trucks at work and seven tips for proper truck selection. Write to the editor for a copy, asking about L4.

Fork Lift Manual

The Clark Equipment Co. Industrial Truck Division has compiled a complete repair manual for electric lift trucks. The manual is in two parts, the first dealing with general maintenance and the second with the carbon pile. For a better understanding of the functions of the carbon pile and electrical system, a section has been devoted to a discussion of basic electricity. Schematic diagrams of the electrical systems are included. Write to the editor for your copy. Ask for K6.

Distribution Report

An easy to read, concise report on the distribution and warehousing services offered by the Herrin Transfer and Warehouse Co. has been released. All of the newest distribution and warehousing techniques are in practice at this company. For a copy of this report, write to the editor. When writing, ask for K17.

Flat-Top Conveyor

The May-Fran Manufacturing Co. has literature describing its flat-top conveyor. Unlike others, this system is positioned at floor level, and can be walked on, driven over, and will not interrupt work, because it does not divide a plant into separate work areas. Write for illustrated literature. Ask for K10.

Export Discussion

The profits and problems involved with exporting American goods is the subject of a pamphlet by the Port of New York Authority. The six big reasons for export expansion are discussed fully and simply. Write to the editor for a copy. In your letter, ask about K23.

Truck Research Report

The Foundation for Management Research recently completed research on the issue of truck transportation costs. It is entitled "Truck Fleets: Lease or Buy?" The survey was conducted with 4500 corporations and then taken to national truck leasing agencies. There are four tables that completely analyze the problems of leasing trucks and there are discussions of good and bad points of both plans. Write to the editor, asking for a copy of L5.

High Speed Distribution

The Lewis-Shepard Co. has a booklet that outlines all of the procedures used by the Rudie Wilhelm Warehouse Co. in making their operations truly high speed. The six-page, two-color booklet shows the facts through pictures and text, illustrating the versatility of the Lewis-Shepard Standdrive fork-lift truck. Write to the editor for a copy of this interesting case history. Ask for L1.

Fork Lift Casebook

A casebook illustrating the advantages of specialized fork trucks is offered by the Elwell-Parker Electric Co. The book illustrates a dozen handling problems that were solved by the use of trucks with special attachments or engineering features. To aid the prospective buyer of a truck of this type, 12 common truck attachments are illustrated and described. Write to the editor for a copy, asking for K11.

Tape and Adhesive Guide

A guide to all types of adhesive tapes and adhesives is presented by Mystic Adhesive Products, Inc. Listed in the booklet are cloth, plastic, paper, fiber, and synthetic tapes for all industrial, home and decorative applications. Each tape is covered separately with information about adhesion, color, backing, resistance, tensile strength, and thickness. Write to the editor for a copy of this guide, L14.

Industrial Glove Booklet

A booklet describing 16 different glove models and their uses in industry is offered by the B. F. Goodrich Co. Each glove is illustrated and materials used in construction of the glove are listed. Suggested uses of the various types of gloves are included in the description. In the back of the booklet are lists of chemicals which can be handled safely by wearing these gloves. Write to the editor for your copy, asking for K1.

Radiant Heating Report

A heating system that is instant, odorless, silent, and safe is the subject of a report by the Fostoria Corporation. Electric infrared radiant heat is scientifically explained and industrial and private applications are illustrated. This system can be used for spots, areas, indoors or out, and is maintenance free, safe, and inexpensive. Write to the editor for a copy of this report, L8.

Storage Pamphlet

The Brooklyn Steel Warehouse Co. has a pamphlet describing its storage and export packaging operations. This steel-storage company is said to be the largest warehouse in the world, with eight million cubic feet of storage space. There are complete facilities for handling steel products, including a 60 ton overhead crane. Write for your pamphlet, asking for K5.

Phosphate Chemical Handling

A booklet describing the pneumatic bulk transport, storage and handling of phosphate products has been published by Monsanto Chemical Company's Inorganic Chemicals Division. The booklet lists the various cost-cutting factors resulting from bulk transport and handling, describes a typical system, and gives a case history of an actual installation. All equipment needed for a system of this type is described in the booklet. Write to the editor for your copy. When writing, ask for a copy of L12.

Transatlantic Cargo Rates

Alitalia Airlines has compiled a new system of rates that are now in use for transatlantic cargo flights. With these rates, a shipper may now save as much as 61 per cent. All of the new rates and their specific applications are presented in clear, easy to read table form. Write to the editor for a copy. Ask for L7.

Conveyor Scales

The Toledo Scale Corp. has prepared a color brochure on the line of conveyor scales that it manufactures. Toledo Checkweighers are placed on the assembly line or conveyor path so that goods can be weighed more efficiently. Many models for varied weighing jobs are shown. Write to the editor for a copy. Ask for K26.

Container-Trailer Booklet

Highway Trailer Industries has prepared information on its Multi-Van combination trailer and container. The booklet shows the two part trailer in various stages of assembly and shows component parts in closeup photographs. Write for your copy. Ask for K7.

Merger Announcement

A bulletin announcing the approval of a merger between Gordon's Transports and England Brothers Truck Line of Ft. Smith, Ark., has been issued. The bulletin gives the facts on increased coverage, flexibility, and additional equipment that have come to Gordon's through this merger. Write a letter to the editor, requesting a copy of K24.

Warehousing Application Book

The application of warehousing methods to materials flow management is demonstrated in a book by the Rapids-Standard Co. There are many specific points discussed and many general policies given to aid the storeroom in making his operation more profitable, smoother, and more modern. Write to the editor for a copy. Ask for L13.

FILM

The College-Industry Committee on Material Handling Education of the Material Handling Institute has three new film strips. They are entitled "The Outdoor Storage and Reclamation of Bulk Materials," "Narrow Aisle Trucks," and "Roller, Wheel and Live Roller Conveyors and Related Materials."

Each of these film strips presents its subject completely and simply. All of the films are 35 mm. and are accompanied by appropriate scripts. The price of these films is \$5 each to educational institutions, \$10 each to industrial concerns. Information or copies are available from Irving M. Footlik, Secretary, College-Industry Committee on Material Handling Education, 9116 Four Winds Way, Skokie, Ill. Information about other films in this series is available from the same source.

Storage Space Helps

A 16-page booklet that is for those with a storage space problem is offered by Acme Steel Co. It shows how problems can be conquered through the use of steel storage racks and accessories. Each specifically mentioned piece of equipment is illustrated and additional information is given. Racks, shelves, separators, and anchors are a few of the accessories mentioned. Write to the editor for a copy of this brochure, L11.

(Please Turn Page)

Which National Lease plan fits your trucking needs?



• THE CHANGE-OVER PLAN

We take over all of your present truck and maintenance problems, help you reorganize your truck facilities and personnel. We supply you with new vehicles, engineered and painted to your exact requirements, or will buy and recondition your present fleet.

• THE ADD-A-TRUCK PLAN

As your business expands, don't use vital capital for more trucks, *lease* new ones as needed.

• THE TRUCK RETIREMENT PLAN

As each truck in your fleet needs replacement, instead of buying a new one, *lease* it. In a few years all your vehicles are leased.

• THE PILOT PLAN

Instead of switching from ownership to leasing in all locations, select one location (or division) for a "pilot" operation using full-service leased trucks, comparing costs and headaches with trucks which you still own and maintain.

Lease a new CHEVROLET or other fine truck. No investment, no upkeep, no headaches.

LEASE FOR PROFIT—NATIONALEASE full-service truckleasing supplies *everything* but the driver. Licensed, insured trucks, engineered and painted to your needs, garaged and expertly maintained. **ONE** invoice, **NO** worries. Devote your full time, **ALL** your capital to your own business!



National know-how; local controls—write for literature.

NATIONAL TRUCK LEASING SYSTEM

Serving Principal Cities
in the U.S. and Canada

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Distribution Aids . . .

(Continued from Preceding Page)

Super Duty Container Lifts

A clearly illustrated, blueprinted brochure has been issued from the **Clark Equipment Co.** The brochure concerns Vanloader trucks with capacities up to 45,000 lb. that can safely handle any container now in use. Each of the various models is shown in a side view and a top view with all measurements easily read from the diagram. The drive systems and torque converters of these trucks are explained separately. Write to the editor for your copy. Ask about L2.

Plant Protection Manual

A guide to plant protection is offered by the **Detex Watchclock Corp.** to anyone responsible for this operation. The book covers the following matters: Need for guards, guards equipment, route, making the rounds, gate guards, first aid, and how to handle intruders. Write to the editor for a copy of this informative booklet. Ask for L3.

Stapling Handbook

A book showing the models and types of stapling tools available is offered by **Paslode**, a division of the **Signode Steel Strapping Co.** The line consists of manually actuated pliers and guns, manual hammers, and pneumatic pliers and guns. There are also models for unusual applications. Write for a copy of this illustrated brochure. Ask for K13.

Destination/Arrival Guide

An easy to read destination/arrival guide for air cargo shipments is offered by **Alitalia Airlines**. The guide lists destinations in alphabetical order, followed by arrival times on each day of the week. There is a separate list for all-cargo DC-7F flights. Write to the editor for a copy. Ask for K20.



The answer
to the question
on page 25

It's wheat—a single kernel photographed close up and enlarged 50 times. It's a product the Rock Island railroad moves quickly, efficiently, and economically millions of ton miles year after year.

Airtube Pamphlet

Lamson Airtube Co. has prepared a color catalog of airtube systems and carriers for business applications. This system is designed to speed up paperwork, increase production, and cut overhead. A complete line of ordinary and custom made carriers for papers, blueprints, parts, and tools is illustrated. Write for your copy. Ask for K21.

Carrier Promotion

The **General Electric Communication Products Department** has prepared a book entitled "Basic Principles of Advertising and Sales Promotion for Motor Carriers." The book explains in simple terms how a carrier should go about forming and carrying out an advertising or sales campaign. Write to the editor for your copy, asking for K15.



ROCK ISLAND LINES

The railroad of planned progress
... geared to the nation's future
CHICAGO 5

Cost-Cutting Idea Book

The Automatic Transportation Co. has an 80-page handbook of ideas for cutting costs in materials handling. Problems such as aisle widths, fork truck types (walkie, rider, standard, special), pallet problems, analyzing procedures, and many more are discussed. Write to the editor for this book. Ask about K22.

Fuel Cell Discussion

The Gould-National Battery Co. has a discussion folder on the fuel cell as a means of portable power in the near future. The discussion centers around the function, design, and operation of the fuel cell and the problems that now prevent its use in industry. Write to the editor for a copy of this forward looking discussion. Ask for L10.

BOOKS

Packing Manual for HHG

A 32-page book, containing complete and up-to-date information for the packing, crating, and containerizing of household goods for through-container shipments anywhere in the world, has been published by Container Transport International, Inc. The manual includes such items as: pre-packing of china, irregular objects, glass, stemware, appliances, figurines, pictures, mirrors, lamps, vases, and pianos. Sections of the book are devoted to marking, selecting, and cleaning of containers.

The manual is available to any moving and storage company requesting it. Copies are \$1.00 and may be obtained from: Dept. TJF, Container Transport International, Inc., 17 State St., New York 4, N. Y.

Mathematical Tables

A book of loan interest and mortgage interest rates is published by Ottenheimer Publishers, Inc. The vest-pocket size and marginal indexing of these books contribute to the speed with which figures can be obtained. Mortgage interest rates between 3 1/4 and 6 per cent and loan interest rates between 3/8 and 8 per cent are included in the 192-page book. Write to Ottenheimer Publishers, 4805 Nelson Avenue, Baltimore 15, Maryland. Retail price: 90 cents.

IMPORTANT ANNOUNCEMENT!

Alitalia's Air Cargo Rates Reduced to an all-time low!

Effective Sept. 1*, Alitalia offers a completely revised air freight tariff. Call any Alitalia office or freight forwarder to learn how these new low rates may be of benefit to you.

Rates from New York, Boston and Montreal to Europe are as low as—

29c
per lb.

New rates apply to both Alitalia's jet cargo flights and DC-7F all-cargo flights.

*Subject to government approvals



ALITALIA
AIRLINES

*As far as cargo goes...
Alitalia goes all the way!*

For complete information on new rates, contact an expert—your Freight Forwarder or your nearest Alitalia Airfreight Office.

AWA warehousing service gives you instant competitive advantage

Delayed deliveries lose customers. AWA gives you the advantage of immediate availability—everywhere. For maximum flexibility and economy, public warehousing is the profitable answer. Investigate the competitive advantages of the AWA Pay-as-you-use Plan.

Write for Free Directory listing locations and space availabilities to fit your needs



512 Members Offering
1,273 Distribution Centers,
Merchandise Warehouses
& General Storage Facilities

American Warehousemen's Association
222 W. Adams St. • Chicago 6 • Randolph 6-5550

Put your freight on this Expressway



...it's designed, equipped and operated for your complete shipping satisfaction.

Rio Grande

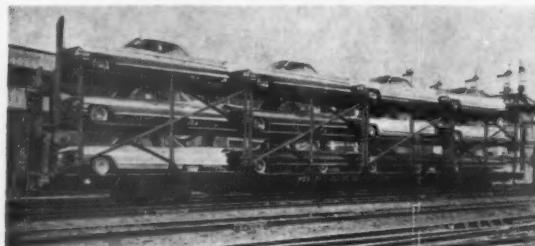
The Shippers' Railroad
Traffic Offices
in 38 Cities



DENVER & RIO GRANDE WESTERN RAILROAD
R. GENE WAGGONER, Vice President—Traffic • Rio Grande Building • Denver, Colorado

NEWS IN PICTURES

Flatcar Shock Dampers



A 2670 mile trip without perceptible impact to autos hauled was recorded by Pullman-Standard recently. Using Lo-Dek flatcar with tri-level auto racks, the company installed dual 20 in hydraulic cushion cylinders to absorb impact. Testing equipment showed no recordable impacts had reached the autos during the entire trip

Emergency Flare Ejector



When Consolidated Freightways drivers are forced to stop because of an accident or mechanical failure, safety is insured. This is so because of a flare machine which ejects one or more flares automatically, without the driver leaving the cab of the truck. A dash-mounted button electrically fires the flare about 25 ft behind the vehicle, lighting the area and warning other drivers. Gelco Enterprises makes these units

Subsidiary Warehouse



The warehouse pictured above is now the property of Singer Warehouse and Trucking Corp. of New York. It will be operated under the name of Oak Tree Distributors, Inc., a subsidiary of Singer. The warehouse was formerly the East Coast facility of Mead Johnson. The building is on a landscaped 16-acre plot and has 42,000 sq ft

Low-Level Flatcar



ACF Industries, Inc., has recently introduced this solution to the overhead clearance problem in piggy-back operation—a low flatcar. The "low-boy" is only 32½ in. above the rail. Total height of car and trailer is 15 ft by 2½ in. Minimum clearance restrictions in the U. S. are 15 ft 6 in. The car will transport two trailers or containers

New GSW Headquarters



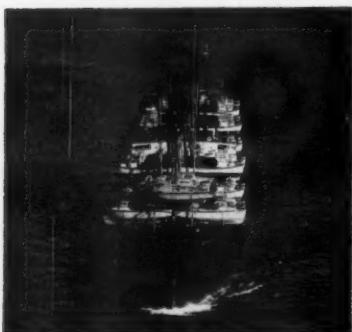
Great Southwest Warehouses, Inc., has a new headquarters operation located in Dallas, Texas. The new 45,000 sq ft facility will serve as executive office, household goods storage place, and moving base. Building is completely modern

New Cargo Container



An overseas airline is using unsold passenger space as profitable cargo area. When all passenger seats on Pan American Airways' Jet Clippers are not sold, a new collapsible cabin cargo container is installed. Each container fills the space of a pair of seats. When not in use, the container resembles a folded undersized ping pong table

Boatload of Boats



The largest load of fishing boats ever to sail to Alaska is seen here aboard the steamship Talkeetna, headed north from Seattle to Bristol Bay. The shipment of gillnetters is part of a total of 223 boats going to Alaska for the expected run of some 26 million salmon

Two Federal Barge tows, with the most powerful towboats in the world—the "UNITED STATES" and the "AMERICA" pass above Greenville on the Mississippi River.



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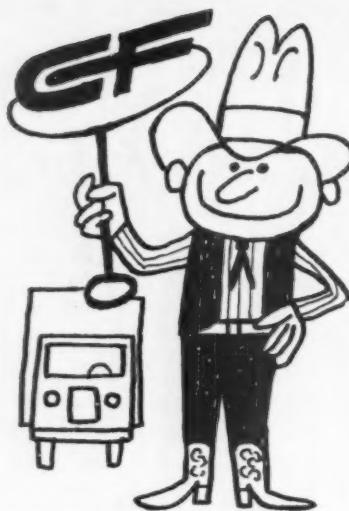
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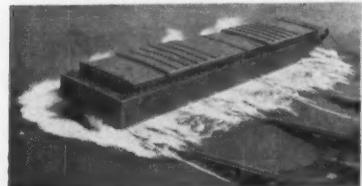
Request Bulletin DB-204, Magline, Inc., P.O. Box 59, Pinconning, Mich.

Japanese Style Pier



The seventh of new piers of the Brooklyn Port Authority was dedicated recently. Pier 7, home of the Japanese Nippon Yusen Kaisha Line, has been designed to reflect the Japanese architecture. The facade is of gold-colored grillwork, with blue aluminum panels on the ends and the roof

Chotin Covered Hatch Barges



Pictured above is the new Dravo Corp. barge built for Chotin interests on the Mississippi River System. Each of these has a 1450 ton capacity at an 8 ft, 6 in. draft. Cargo is protected by Dravo rolling hatch covers that open up to expose 50 per cent of the load

Savannah . . .

(Continued from Page 49)

Continental Can Co.—a distance of approximately 10 miles and for a distance of approximately one mile on Hutchinson Island. Principal general cargo terminals are about 18 miles from the ocean.

Facilities include piers and shipside warehouses for general cargoes, and specialized equipment for oil, fertilizer materials, gypsum, sugar, and other bulk commodities.

Waterway

Savannah receives the benefit of the Intracoastal Waterway. It has a project depth of 12 ft and a project width of 90 to 150 ft extending from Trenton, N. J., to Cocoa, Fla. It is one of the few Atlantic ports with regular coastwise shipping. Seatrain Lines, Inc., operates the Seatrain vessels on a weekly schedule between New York and Savannah.

In many cases, as a port grows so grows the variety of the products it imports and exports. Today, Savannah exports agricultural machinery and implements, beverages, cotton thread and fabric, engines, canned fish, glass products, metal working machinery, naval stores, office appliances, photographic preparations, rubber manufactures, steel ingots, and textiles.

As a port she imports inedible animals, building cement, chrome, distilled spirits, gypsum rock, nitrogenous fertilizer, pig iron, vegetable fibre, and semi-manufactured wool. •

(Resume Reading on Page 50)

Air freight . . .

(Continued from Page 44)

that air candidates have a value of \$1 or more per pound. Also, obviously, shipping distance must exceed overnight via surface methods.

The following examples may help to illustrate how air freight fits into the new physical distribution concept:

Case Histories

Montgomery Ward and Co., one of the nation's largest retailers, has used air distribution for its Fashion House merchandise for several years. That success led to recent expansion of its air distribution program. Women's sportswear from several New York manufacturers is still consolidated there but it now flies to Denver via United, and to two other midwest distribution points via other major airlines.

These overnight flights put the goods in Ward's Denver, Kansas City, and Dallas distribution centers the next morning. There they are sorted by noon and distributed with other merchandise to Ward stores from border to border via Ward's existing private truck routes.

This system provides second day service to most Ward retail stores in this wide area, and third day to the others with extreme success. It allows store managers to pinpoint the exact day on which the merchandise will be delivered to their stores from their New York manufacturers. But, more important, it enables Ward to maintain minimum inventory levels at each store and still satisfy sales demand up to the last minute. It reduces the risk of overstocks brought about by placing large orders before sales trends are determined.

Another example, in a different situation, is air freight distribution of the Christian Science Monitor throughout the midwest. United flies 70,000 copies of the paper per day from Boston, where it is printed, to Cleveland, Chicago, and Omaha post offices for mail delivery in the midwest. Subscribers get their papers one

to two days earlier than previously. The Monitor has boosted midwest circulation by 40 per cent.

The decision to ship by air was made, according to Monitor officials, because their studies showed total distribution costs via air would be less than to print and distribute a midwest edition.

To help sell the air distribution concept to business management, United has developed and introduced a sales tool known as the Air Freight Profit Analyzer. It is simply a tool for evaluating air freight.

The analyzer incorporates a simple rule of thumb which shows at a glance if air freight will prove profitable in any particular case. This rule of thumb states that as a general rule when the added cost of air freight is less than 9½ per cent of the cost value of the goods involved, then air freight should prove profitable.

United's experience with consignors and consignees demonstrates that inventory and warehouse savings through use of air freight average 9½ per cent of the cost value of the goods shipped.

If application of the formula indicates possible saving by use of air freight, the analyzer provides an evaluation form to aid the company in making its own detailed cost analysis. From such an analysis, a final conclusion can be reached as to whether or not air freight would be profitable.

This provides management with an economic justification to change to air freight distribution.

The form is designed to allow evaluation of low-turnover or high-value items individually, or it can be used to evaluate an entire product line. It enables a company to evaluate air distribution for each of its marketing areas or for all of them collectively. And the analyzer can be used to evaluate air delivery for components, materials, and supplies used in production as well as for finished products.●

(Resume Reading on Page 45)



For shipping pails



or nails



or bathroom scales

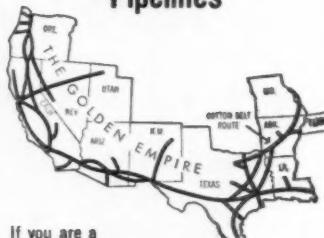
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A new flat car lumber load has been approved by the American Association of Railroads. This load is the first that does not limit the amount of vacant space across the car. It was developed by the Signode Steel Strapping Co. and proved easier and cheaper in more than 125 tests. It is called the "6B" load because of its numbering in the AAR loading rules

High-Powered Towboat



The Union Barge Line Corp. has one of the most powerful towboats in existence in service on the Mississippi River. The Mariner is powered by two 12 cylinder Nordberg diesels developing 6400 hp. The Mariner and a sister towboat, Navigator, will be able to tow 30 or more jumbo barges

The bill of lading . . .

(Continued from Page 45)

will determine the number of loads in a month that the carrier has handled.

The collection of such data for the tonnage record is a clerical chore, but it places the traffic department in a position of knowing where its freight is going. A typical tonnage record will look like the illustration on page 45.

Shipping Notice

To assemble such data, the shipping department needs only the shipping notice: one of the many copies of the bill of lading. The shipping notice is filed alphabetically according to state and destination. After a complete month has been assembled it should be recorded as illustrated here by the shipping department and forwarded to the traffic department or sent directly to the traffic department for compilation.

Small companies will find that such a record requires little time. Larger companies will need a sophisticated approach to accumulation of this data from its many shipping terminals. However, they will find that a comparison of the additional payroll burden (i.e., tonnage clerk) with present and potential savings, will show the investment would increase their net sales through a more orderly approach to rate adjustment.

Another use of the tonnage record can be found for the harried fill-in, that individual not familiar

with traffic but who must fill in when the traffic man is absent. The record will show how previous shipments moved and thereby eliminate routing decisions and tonnage allocation.

So the bill of lading is not just another shipping document, it is the basis for many important operations in the traffic department and is influential in determining the course of that department. •

(Resume Reading on Page 46)

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TRANSPORTATION

Can a carrier avoid paying for damaged goods by proving that they are poorly packed?

Yes. For illustration, in *H—M—E—C—v. U—*, 262 Fed. (2d) 832, the testimony showed facts, as follows: The *H—M—E—C—* accepted a shipment of large and heavy rectifiers, each weighing some 1500 pounds for transportation from Los Angeles to Birmingham, Ala. The crates arrived in general in good condition, but each machine arrived in damaged condition.

In subsequent litigation, the testimony disclosed that the shipped machines had inherent weakness of construction and had not been properly prepared for shipment. In other words, the shipper did not properly brace the machines in the crates.

Although the bill of lading stated that the goods were received for shipment in good order, the higher court refused to hold the carrier liable for damages to the machines, saying:

"The undisputed testimony as to the condition of the goods when received by the consignee established that the rectifiers had inherent weakness of construction and were not properly prepared for shipment. This fault on the part of the shipper relieves plaintiff (*H—M—E—C—*) from its heavy liability as carrier for goods it undertook to carry."

If a loaned vehicle is kept is the one who borrowed it guilty of the crime of theft?

According to a higher court decision the answer is yes.

For instance, in *T—v. C—*, 317 S. W. (2d) 126, the testimony showed that one *F—* allowed a person named *B—* to have possession of a vehicle and to drive it. Sometime thereafter *B—* left town with the vehicle and *F—* advised the police that he had gone off with the vehicle after he had demanded its return.

The higher court held that the insurance company must pay *F—* the value of the vehicle under its "theft" insurance policy. The court said:

"A fraudulent conversion of property bailed (loaned) constitutes theft."

When is the legal doctrine of *res ipsa loquitur* applied in a case of negligence?

This term means that negligence can be inferred from testimony which shows beyond a reasonable doubt that negligence of the person or company being sued caused injuries sustained by the party who filed the suit.

For instance, in *D—v. V—*, 335 Pac. (2d) 492, the testimony showed an official of a transportation company took his automobile to a garage to have the brakes fixed. A mechanic installed a new brake hose and the official drove his automobile out of the garage. While driving down a hill, after he noticed that the brakes were "spongy", his brakes failed and the automobile was wrecked. A later inspection showed that the threads of the male end and those on the female end of the hose were stripped.

Without further evidence, the higher court promptly held the garage owner liable in damages to the officials, because of the doctrine of *res ipsa loquitur*.

For comparison, see *N—v. G—M—C—*, 268 P. (2d) 981. In this case the testimony showed that the purchaser of a new motor truck sustained serious injuries when the steering mechanism broke and wrecked the truck.

The testimony showed that the shaft in the steering column, had distinct penetration of rust at the place of the break. The higher court held that this evidence was sufficient to support the doctrine of *res ipsa loquitur* because there was a reasonable inference that the defect existed at the time the truck was assembled at the manufacturer's plant.

And again, see *H—v. G—*, 123 Utah 515. The testimony

in this case showed that a wheel and rim separated on a new motor truck, causing the wheel to collapse.

In subsequent litigation, the court held that certainly from such evidence reasonable minds could infer that the wheel was defective at the time of assembly at the manufacturer's plant whereby the manufacturer was liable in damages.

WAREHOUSING

Is a warehouseman liable for injuries due to lack of respect for regulations?

Last month a higher court answered this legal question in the affirmative, notwithstanding another court's decision to the contrary.

For illustration, in *M—v. S—*, 324 Pac. (2d) 657, the testimony showed that a company had experienced mechanical difficulty in the operation of its conveyor belt. The company's official called a repairman to make needed repairs. At the time of his arrival there was no regular work activity. He was told that the machinery was shut down. The repairman began work on the conveyor. Then an employee of the company turned on the switch, starting conveyor. The repairman was thrown headfirst into a chute and seriously injured.

In subsequent litigation, the lower court refused to hold the company liable. It said that responsibility for compliance with a state safety repair law was not on the company's officials. The repairman assumed the risk of injury. The higher court promptly reversed this verdict, saying:

"Since the repairman had been informed the plant was shut down, he took it for granted that the switches were off. It is elementary law in cases of violation of a safety regulation the defendant (company) cannot defend on the ground that the plaintiff (repairman) for whose protection the regulation was passed assumed the risk."

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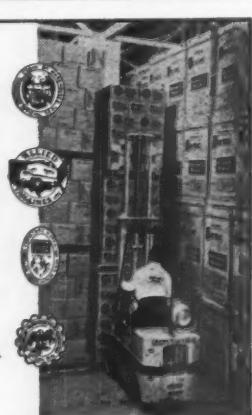
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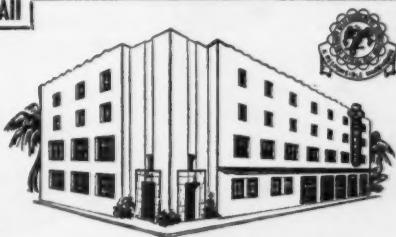
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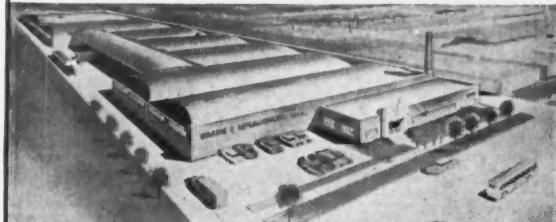
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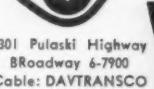
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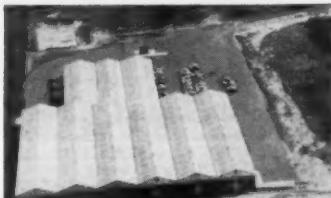
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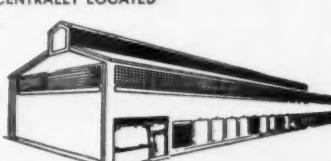
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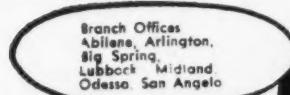
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70 Car Track Capacity
Modern Handling Equipment
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Complete local and over-the-road truck services
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Free switching — All Railroad connections

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(Continued from Page 53)

Doors and vent covers are removable and the trailer is refrigerated and insulated for use with produce and perishables. Bar-type end gates provide light and air for livestock.

The Trans-World Corp. has had a trailer custom built for the purpose of transporting delicate, expensive equipment. The Ultra Van has a special suspension system to eliminate road shocks which would tend to damage or destroy delicate equipment. Proper weight distribution is maintained through the use of steel leaf springs and sliding tandem axles. Laminated hardwood, plasticized to prevent dust and other elements from entering electronic devices, is used as a floor. Bull rings and other hardware aid in loading and unloading.

An interesting adaptation of the flatbed trailer is done by the National Tube Division of U.S. Steel. Four king size cylinders for compressed gas, complete with mounts and connections, were placed on a flatbed as an experiment in increased payloads in

gas transportation. It was found that this trailer shortens downtime and cuts deadload by as much as 2116 lb. These trailers are now being used by the U.S. Army for gas transportation duties and experimentation.

A new type of front suspension is being offered by Mack Trucks, Inc. The suspension is a combination of leaf springs and air and will be used on the Model H cab-over-engine tractors. With this system, the leaf springs carry the empty chassis while the vertically positioned air springs carry the weight load that is placed on the front axle. As the load on the leaf springs increases the air springs pump up to compensate.

This system is designed to keep spring frequency at a constant 90-100 cycles per minute, loaded or unloaded for added driver comfort. Radius rods have been eliminated from Mack trucks using this system, thus cutting weight and potential wear. ●

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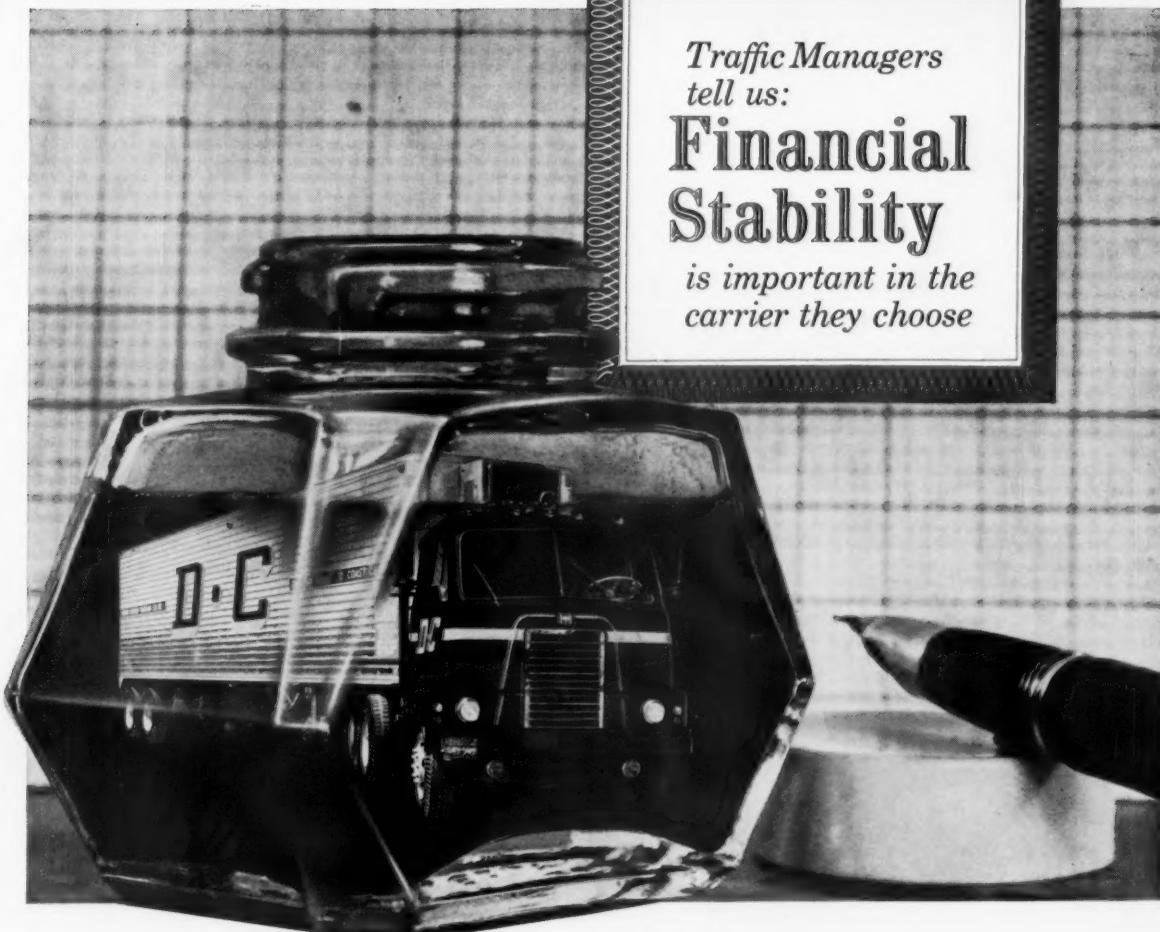
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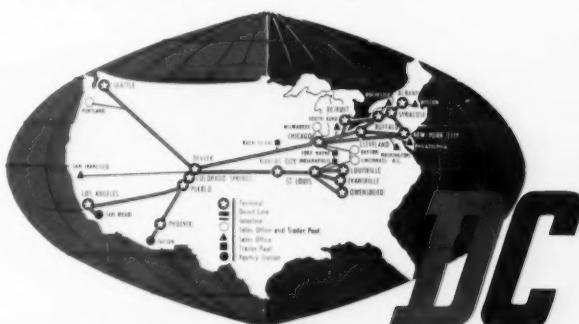
Last year, D-C again maintained an impressive operating ratio while moving more than a billion pounds of freight. That's why D-C has money to plow back into new

equipment, preventive maintenance, expanded terminal facilities.

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